

EDGAR



MEDIA KIT 2023

A WORLD OF LUXURY FOR MEN



MISSION

A totally revised men's universe, with stories devoted to this modern, well-off, curious and refined man, who assumes himself by loving beautiful cars and high-end motorcycles. And, of course, prestigious watches as well. He is a connoisseur. He also takes responsibility by favoring the big brands, whether in his clothing choices or latest beauty products, of which he is an avid consumer. He is a lover of great champagnes, fine wines, and spirits that he has learned to discover and appreciate. He is a man who travels, to faraway destinations when he can, and in the best conditions.



THE WORLD OF LUXURY FOR MEN
SINCE 2000

The first generalist magazine for men’s luxury, Edgar has been revisiting the world of luxury every three months since 2000. Because today’s man takes increasingly care of his looks and is far from being indifferent to rules of aesthetics. Indeed, he composes his own outfits and scrutinizes the latest trendy beauty products. He also learns about new codes of fashion, beauty, design and high tech. At the forefront of the best, this man is sought after by the big brands. This is why Edgar, who takes him as a whole in all of his diversity, dedicates more than twenty heading sections to him.

— KEY FIGURES —

21 500

PRINT COPIES

129 000

READERS

(hôtels et partners : targeted distribution based on opportunities)

— READERS PROFILE —

83%

OF READERS
ARE MALE

37

AVERAGE
READER’S AGE

81%

OF READERS
ARE 25-54

WATCHES

82%

own a valuable watch



TRAVEL

81%

take one non-professional trip
abroad per year

INTERIOR DESIGN

35%

have at least one
second home

CINEMA

37.8%

have a Home Cinema



ALCOHOL

56%

have their wine cellar



AUTOMOBILES

26.9%

bought a car in the past
six months



YATCHING

9%

own a boat

51.2%

have an airline loyalty card

74%

are owners of their main
residence

75%

earn more than 55K per year
of which 56% more than 75K

EDITORIAL CALENDAR

— 2022 —

Issue 108

DECEMBER - JANUARY - FEBRUARY

Technical handover : **November 25**

Publication : **December 16**

— 2023 —

Issue 109

MARCH - APRIL - MAY

Technical handover : **March 9**

Publication : **March 29**

Issue 110

JUNE - JULY - AUGUST

Technical handover : **May 26**

Publication : **June 16**

Issue 111

SEPTEMBER - OCTOBER - NOVEMBER

Technical handover : **September 8**

Publication : **September 28**

Issue 112

DECEMBER - JANUARY - FEBRUARY

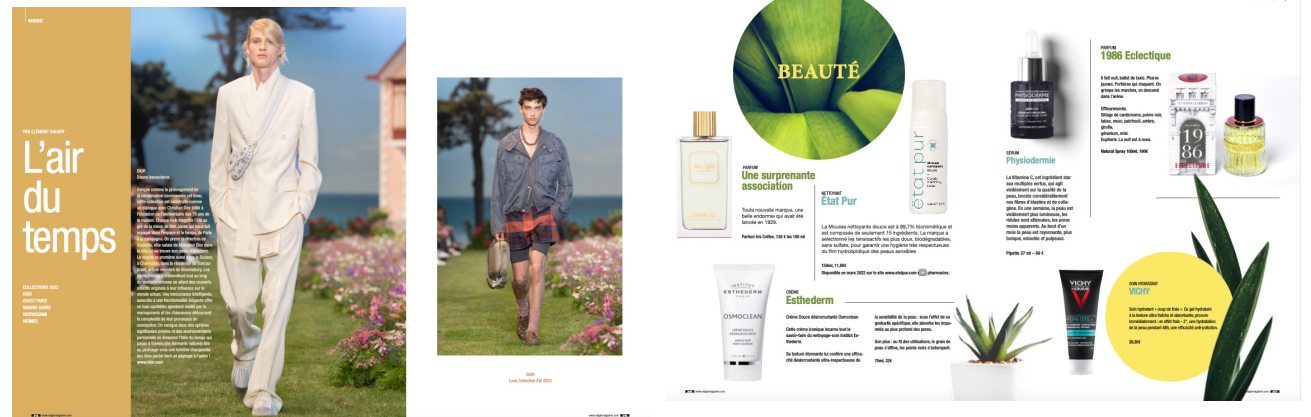
Technical handover : **November 30**

Publication : **December 19**



READER'S INTERESTS

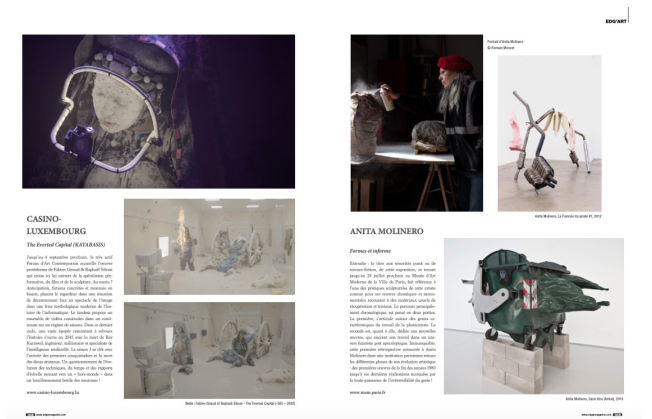
FASHION ACCESSORIES WATCHES BEAUTY COSMETICS



ART



CULTURE



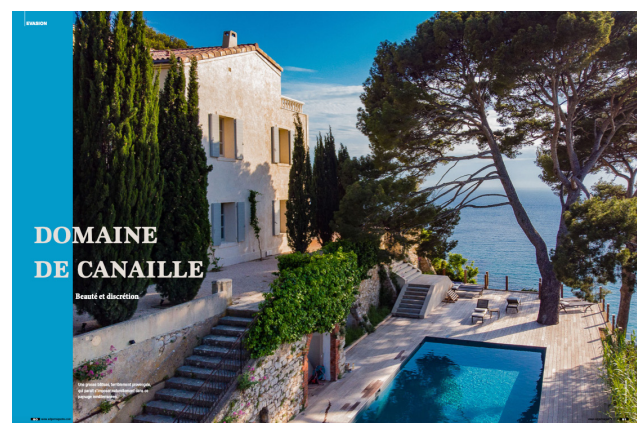
MUSIC



CINEMA



HOME INTERIORS DESIGN








AUTOMOBILES MOTORCYCLES YACHTING



TRAVEL HIGH TECH GASTRONOMY WINES & SPIRITS

TARIFS PRINT 2023	
COVER ADS	
Outside Back Cover	14 000 € HT
Inside Back Cover	7 000 € HT
DOUBLE PAGES	
Opening Double Page Spread	20 000 € HT
2 nd Double Page Spread	17 500 € HT
3 rd Double Page Spread	15 000 € HT
Double Page Spread	12 500 € HT
SINGLE PAGES	
Facing editor's letter	10 000 € HT
Facing Table of Content	9 000 € HT
Facing Table of Content (bis)	8 500 € HT
1st book facing page	7 500 € HT
Back page facing section opening	7 000 € HT
Standard facing page	7 000 € HT
1/2 page	3 200 € HT
1/3 page	2 750 € HT
1/4 page	2 500 € HT
SPONSORED CONTENT (EXCLUDING TECHNICAL COSTS)	
Single Page	6 000 € HT
Double Page	12 000 € HT
SPECIAL PLACEMENTS	
6 pages cover story	18 000 € HT
DISCOUNT OFFERS	
New client discount	- 10%
Professional discount	- 15%
Print + web bundle ads discount	- 15%

FORMATS				
				
Single Page Full Page 220 x 288 mm	Double Page* Full Page 440 x 288 mm	1/2 Page Landscape 220 x 144 mm	1/3 Page Landscape 220 x 96 mm	1/4 Page Portrait 55 x 288 mm

For full page formats as well as for outer edge advertisements, please provide a 5 mm overhang on the layout:

- rotating overhang for double page spread and single page
- bottom and sides overhang for landscape 1/2 page and 1/3 page
- top, exterior side and bottom overhang for vertical 1/4 page

* The double page elements must be delivered as 2 separate HD PDFs. When it comes to the double opening, please allow 4mm of gaskets on each page (left and right).

TECHNICAL SPECIFICATIONS		
FILES PRODUCTION	Maximum ink rate 300% with the FOGRA 39 L profile according to the ISO 12647-2 standard.	recommended. Profile of events / cromalins: foGRA 39 L.
Format: the magazine format is 220 x 288 mm.		
Specification: The 5mm overhang requested for full pages (or ad with outside edge) refers to the mockup block size level and not to the ad file format level.	FILES: STANDARDS AND CERTIFICATION	Otherwise, the publisher cannot be held liable.
	Certified PDF: PDF / X-1a: 2001 (with transparency flattening).	SENDING FILES
	Other supported PDF versions: 1.3, 1.4, 1.5 and 1.6 (always with transparency flattening).	By CD-Rom (Mac formatting), WeTransfer or equivalent.
The crop marks will be generated during the production of the certified PDF. Precision: no color range in the overhang.	Color space: CMYK.	We do not touch client PDFs.
IMAGES	No Pantone color or spot color, except with specific agreement from the publisher and prior testing.	Color proof IMPERATIVE for new advertisements (we decline all responsibility in the event of non-receipt).
Resolution: 300 dpi		In case of non-compliance of the file with the technical specifications, Edgar cannot be held responsible after printing.
CMYK profile COATED FOGRA 39 L or equivalent. We do not accept RGB images.	To optimize the impression of your advertisement, a color proof is	

DIGITAL OFFER

EDGARMAGAZINE.COM

— EVERY DAY, FRESH PICKED NEWS FOR THE READER —

on www.edgarmagazine.com and on our Instagram + Facebook pages.
Watches, fashion, cars, travel, beauty, art, design, cinema, music...
so you don't miss anything and keep up to date with the latest trends.

Themes

Lifestyle
Fashion
Beauty
Watches
Travel
Hôtels
Restaurants
Chefs Tables
Wines & Spirits
Sports

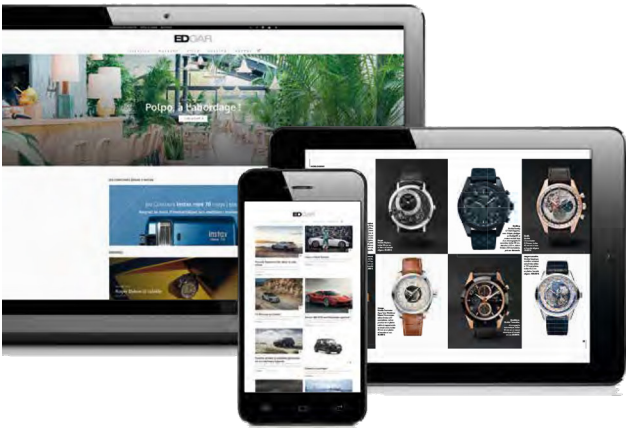
Culture
Cinema
Art
Design
Musique
Automobiles
Motocycles
Urban commute
Bikes, e-bikes,
scooters

Digital opportunities & social media

Editorial sponsorship of the newsletter
Newsletter wrapping
Homepage wrapping
Editorial content
Display
Quizzes
Publications on our social networks

Sponsored articles

please inquire



+
— NEW TOPICS & THEMES —

EDGAR

WWW.EDGARMAGAZINE.COM

- + digital edition
- + site + tablets + mobile
- + cafeyn.co
- + viapresse.com

11 400

SOCIAL MEDIA

32 000

NEWSLETTER SUBSCRIBERS

72 000

DIGITAL (PAGES VIEWS)

129 000

PRINT (READERSHIP)

DIGITAL RATES 2023

EDGAR

FEATURED

BANNER

123

BLOCK A

BLOCK B

HOMEPAGE
format image 1400 x 900 px
(e-package)

BANNIER
TOP SECTION
format 1200 x 400 px
140 € ht / 1 week

BLOCK A
format 1200 x 300 px
80 € ht / 1 week

BLOCK B
format 1200 x 600 px
40 € ht / 1 week

SECTION / POST
format image 1400 x 900 px
(e-package)

BLOCK C
format carré 500 x 500 px
40 € ht / 1 week

BLOCK D
format vertical 500 x 760 px
40 € ht / 1 week

AD
SPACES

SPONSORED
POSTS

EDGAR

POST

BLOCK C

BLOCK D

— E-PACKAGE EVERGREEN —

Custom content
Editorial content post in one of our theme section
+ 3 days display on our homepage
then as internal site page (content maintained on the site indefinitely)
+ 1 banner / post
in our newsletter
+ 1 banner on the Homepage top section
1 week on the homepage then 3 weeks in general rotation on the site.
3000 €

— E-PACKAGE SUPER EVERGREEN —

PACKAGE EVERGREEN + 7 days on Homepage
then on an internal page of the site (content maintained on the site indefinitely)
+ 1 Homepage Wrapping
1 week
+ 1 block C ou D (all internal pages)
pendant 1 semaine
4000 €

— **VIDEO NEWSLETTER + FACEBOOK POST**
+ INSTAGRAM POST — please inquire

ADVERTISING OPPORTUNITIES

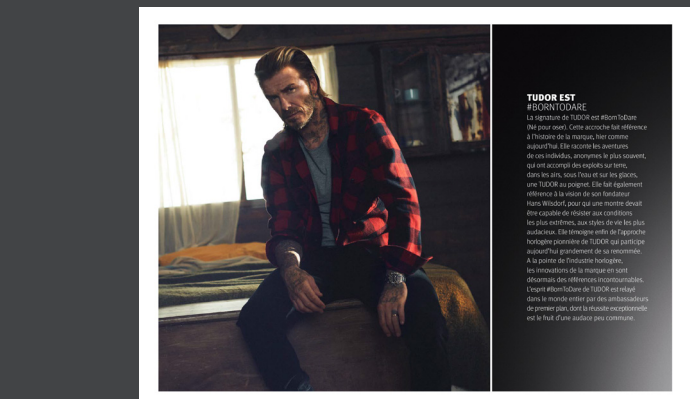
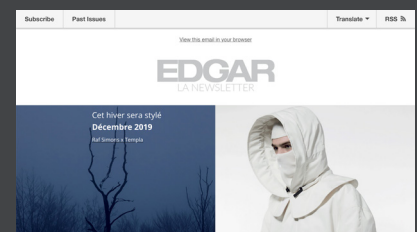
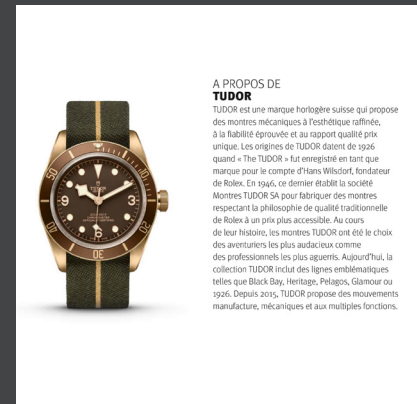


Display print + digital
Editorial partnership

— YOUR GOAL —
to be seen
— OUR COMMITMENT —
to maximize your visibility

Newsletters
Contests & quizzes

— CUSTOM SOLUTIONS —



SPECIAL OPERATIONS

— PRODUCT PLACEMENT —
— BRAND CONTENT —



FASHION
& ACCESSORIES

WATCHES



HOTELS & RESTAURANTS



The editorial, artistic and commercial teams use their know-how to optimize, personalize and increase your communication. This speaking out strategy makes it possible to bring added value, a tailor-made solution and to position your brand skilfully within our magazine title for optimal results.

WINES & SPIRIT

Our mission: to design with you projects supported by our brand and to make you benefit from our notoriety. Several actions are proposed: co-creation of a range of products, co-branding on targeted products, use of our brand as a guarantee on the selected products.



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WWW.EDGARMAGAZINE.COM