

# L'OFFICIEL HOMMES

KAZAKHSTAN

MEDIAKIT 2017

FIRST MEDIA GROUP

## **MANIFESTO**

# *Viral luxury*

*Telling stories about luxury, representing it or directing and exposing it in the limelight, neither starts nor stops, with glossy magazines alone.*

*In a global, cross-border and international approach, First Media Group sees itself as a contemporary «media factory» where the editorial, the artistic and the commercial departments create audacious dynamics at the service of the new luxury culture. This concerns both the major actors in the field of luxury and those in the public.*

*With many years of experience in the industry, multi-format portfolio of branded and creative concepts First Media Group is considering a luxury in all its manifestations (fashion, art, travel, gastronomy), forming a new culture of conscious consumption and extending it through various channels of information distribution (print, online, social networks, events).*

*Luxury is no longer an unattainable utopia with magazine pictures. Now this is an individual philosophy of life and a means of understanding the world, a unique experience and a way of expression.*

*Because true luxury it's a feeling and awareness of themselves as part of a comprehensive knowledge of the world of things, people and events, access to which is open to anyone who wants to learn, to understand and to join.*





## **EDITOR'S LETTER**

# *About men's fashion. Officially*

Dear readers and partners, I'm honored to lead the most powerful magazine about men's fashion L'Officiel Hommes in Kazakhstan. It is a great challenge to me and my editorial skills!

The same challenge will be guaranteed for a strong half of the country population who will participate in different magazine's photo shoots and special projects. I mean, it is a transition from the reputation of the wasteful and careless consumers to the new thinking and creative heights that would have to surpass every time.

For each text to be unique, and each character memorable. For the authors and designers that could brighter demonstrate their talent. For the familiar brands could appear in front of us in a new light. For the readers to feel more aspiration to inner and outer beauty, and for inspiration of the authors to inspire readers. Fashion – is a non-stop drive: it implacably moves forwards and it is not easy to keep the pace with it.

But main engines are people - those who are looking for new ways to talk about the eternal and the immutable rules of classical style, reinvents the past and future models in elegant costumes, unique watches, high-speed cars and yachts, contemporary art, the molecular cuisine dishes. The idea of the all-pervading beauty playfully overcomes the years and distance, from the pages of the magazine will carry journalists, photographers, artists and columnists included in the most powerful Pools Kazakhstan. All of them, and our readers with their thoughts, feelings, impressions, stories and achievements – our main value.

*Beibit Alibekov*  
**EDITOR-IN-CHIEF**











## **FIRST MEDIA GROUP**

**is one of the most successful and dynamic companies representing media and publishing in Kazakhstan.**

The media holding has a remarkable expertise and experience in working with Premium and Luxury brands. Practical skills accompanied with significant number of successfully conducted international projects are still bringing its advantages and positively affecting FMG's reputation.

Creativity and strategic approach, which are designed to satisfy its stakeholders' interests and needs - are the core values of the organization, which are leading FMG to its success. First Media Group represents the collaboration of essential knowledge, experience and unique style.



# L'OFFICIEL KAZAKHSTAN



L'OFFICIEL  
KAZAKHSTAN  
May



L'OFFICIEL  
KAZAKHSTAN  
June



L'OFFICIEL  
KAZAKHSTAN  
Summer



L'OFFICIEL  
KAZAKHSTAN  
September



L'OFFICIEL  
KAZAKHSTAN  
October



L'OFFICIEL  
KAZAKHSTAN  
November



L'OFFICIEL  
KAZAKHSTAN  
Winter



L'OFFICIEL  
KAZAKHSTAN  
February



L'OFFICIEL  
KAZAKHSTAN  
March



L'OFFICIEL  
KAZAKHSTAN  
April



L'OFFICIEL  
KAZAKHSTAN  
May



L'OFFICIEL  
KAZAKHSTAN  
Summer



L'OFFICIEL  
KAZAKHSTAN  
August



L'OFFICIEL  
KAZAKHSTAN  
September



L'OFFICIEL  
KAZAKHSTAN  
October



L'OFFICIEL  
KAZAKHSTAN  
November



# L'OFFICIEL HOMMES KAZAKHSTAN



L'OFFICIEL HOMMES  
KAZAKHSTAN  
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L'OFFICIEL HOMMES  
KAZAKHSTAN  
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L'OFFICIEL HOMMES  
KAZAKHSTAN  
3(3)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
1-2 (4-5)



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KAZAKHSTAN  
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L'OFFICIEL HOMMES  
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KAZAKHSTAN  
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L'OFFICIEL HOMMES  
KAZAKHSTAN  
7(10)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
8(11)



## L'OFFICIEL HOMMES PARIS

In January 2005 for the time time of the glossy publishing history president of Les Editions Jalou, Marie-Jose Sasskind-Jalu have launched magazine created by the well known stylist Milan Vykmirovich, rather than by the famous writers.

It was L'Officiel Hommes - half-yearly edition, dedicated to the men's fashion that enlightened all the latest trends of the season.

The creative director Andre Sarayva with the help of dJennifer Emer, the director of fashion block, have successfully developed it to the world wide known brand.



## **BRAND PHILOSOPHY**

**L'OFFICIEL**  
**HOMMES**  
KAZAKHSTAN

AHEAD OF ITS TIME,

ARTISTICAL AND SATIRICAL

**100% PROVEN TO BE THE  
BEST OF ITS KIND AMONG  
THE TRENDY GLOSSY  
MAGAZINES FOR THE  
MODERN MEN.**

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Magazines creatively dynamic team is establishing its new formula of beloved publishing for the choosen ones, with cutting edge solutions in digital and event sphere for promoting innovative ideas.

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*L'Officiel Hommes –  
your daily guide to the modern age  
men's lifestyle.*



## EUROPE/RUSSIA

- Germany (L'Officiel, L'Officiel Hommes)
- Greece (L'Officiel, L'Officiel Hommes)
- Italy (L'Officiel, L'Officiel Hommes)
- Latvia (L'Officiel)
- Lithuania (L'Officiel)
- Netherlands (L'Officiel, L'Officiel Hommes)
- Portugal (L'Officiel) **SPRING 2015**
- Russia (L'Officiel)
- Spain (L'Officiel) **FALL 2015**
- Switzerland (L'Officiel, L'Officiel Hommes, L'Officiel Voyage)
- Ukraine (L'Officiel, L'Officiel Hommes)

## MIDDLE EAST/AFRICA

- Angola (L'Officiel) **SPRING 2015**
- Lebanon (L'Officiel, L'Officiel Hommes)
- Middle East (L'Officiel, L'Officiel Hommes, L'Officiel Art)
- Morocco (L'Officiel, L'Officiel Hommes)
- Turkey (L'Officiel, L'Officiel Hommes)

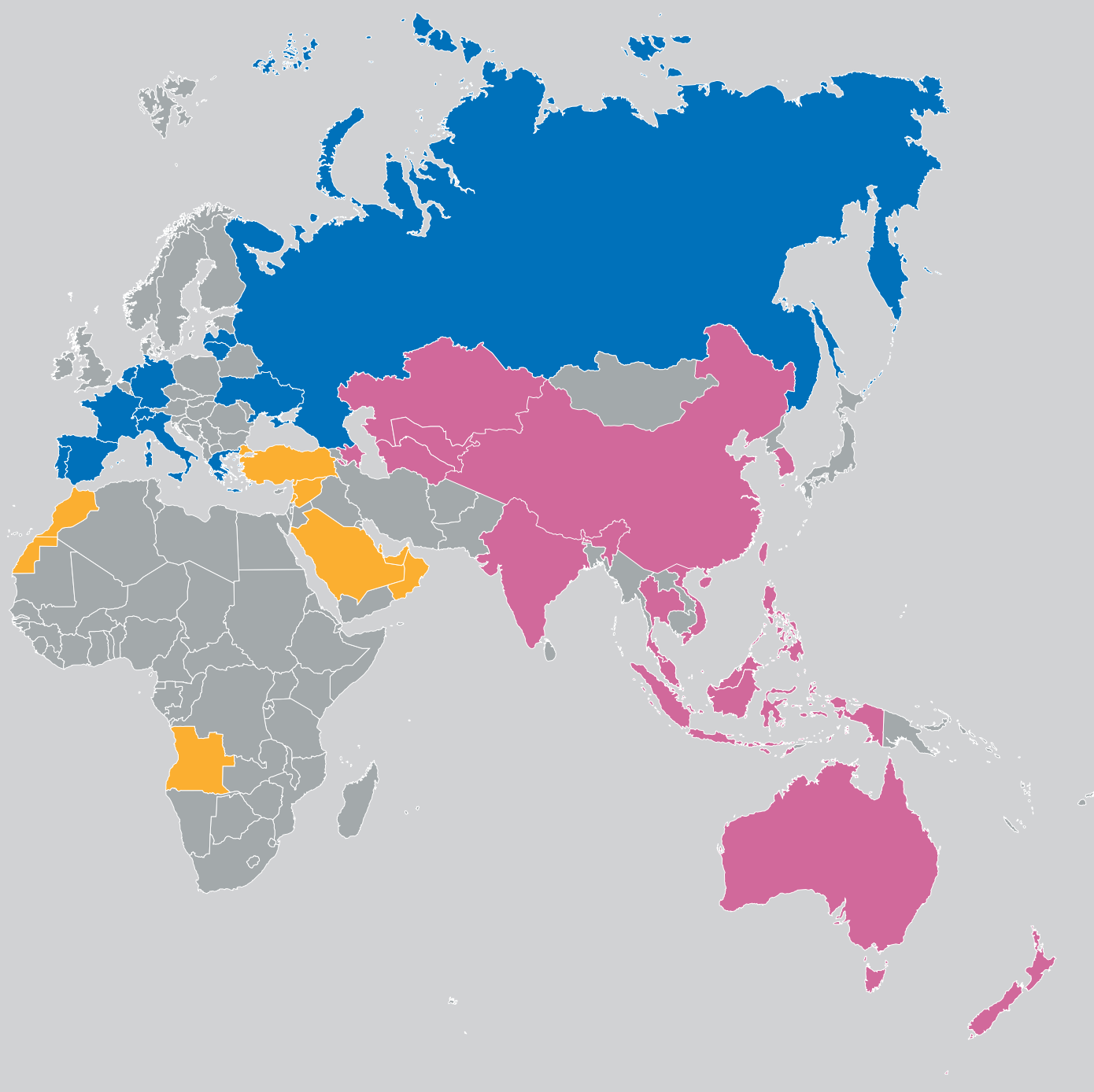
## ASIA/PACIFIC

- Australia & New Zealand (L'Officiel)
- Azerbaijan (L'Officiel)
- China (L'Officiel, L'Officiel Hommes, L'Officiel Art)
- South Korea (L'Officiel Hommes)
- India (L'Officiel)
- Indonesia (L'Officiel)
- Malaysia (L'Officiel) **FALL 2015**
- Philippines (L'Officiel) **SPRING 2015**
- Singapore (L'Officiel, L'Officiel Hommes)
- Thailand (L'Officiel, L'Officiel Hommes, L'Optimum, L'Officiel Art)
- Vietnam (L'Officiel) **SUMMER 2015**
- Kazakhstan (L'Officiel) **SPRING 2015**

## CENTRAL AND SOUTH AMERICA

- Brazil (L'Officiel, L'Officiel Hommes, L'Officiel Voyage)
- Mexico (L'Officiel)





INTERNATIONAL EDITIONS

# CONT

100%  
*Mode*

FASHION / DESIGN





# EVENTS



**ART**

**CINEMA**

**LITERATURE**

**MUSIC**

**SPECIAL OPINION**

**HEALTH**

**SPORT**

**TRAVEL**

**GASTRONOMY**

**CARS**

**EQUIPMENT**

**TECHNICS**



# THE TARGET

## **A FASHION MAN**

A man who lives and stands behind **FASHION AS ONE OF THE GREAT PASSIONS** of masculinity just like sports or the automobile. Neither fashion victim nor “faddist”, he imagines and uses fashion as a means of expression, a way of living and a way of life.

## **«POP CULTURED»**

A man who is open, responsive, available, and conscious of the **NEW AESTHETICS** (contemporary art, graphic design, architectural design ...) because fashion is now transversal and multidimensional, conducive to questions in all fields of culture and creation.

## **A «SOCIETY MAN»**

A man who belongs to a sphere of influence in which the mode is assumed as a reference and status. He is the **MODERN HEIR** of those men who, from dandyism to Warholism defend the «style power.»

## **A «CONSUMER CITY»**

A man who doesn't define himself by classic urbanity and wild globalization but by the international city. In his public and private sphere or social and intimate life, he sees the world through the power of cities, big capitals, «spots « that activate our time.

## **AN ACTIVE - CREATIVE**

A man who lives his profession with an **EXTRA CREATIVENESS**, a «TRENDSET dimension»





### **PORTRAIT OF THE READER:**

Megalopolis resident travels frequently and has a wide network of contacts in the world. Successful in the things for which he devotes his life - both work and leisure. He has high position in society through their professional and personal qualities. Those for whom style is an entertaining puzzle game and a way to stay under any circumstances.

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AVERAGE AGE: 20 TO 50 YEARS  
85% OF MEN, 15% WOMEN





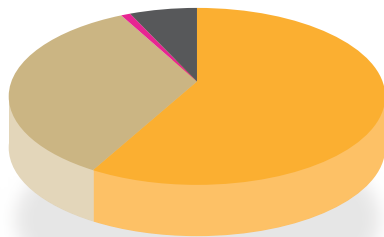


## L'OFFICIEL IN KAZAKHSTAN

### *Distribution*

L'OFFICIEL KAZAKHSTAN REACHES ITS TARGET AUDIENCE THROUGH:

- Sales via distribution networks and independent retailers
- VIP and CIP zones, business lounges of airports, including first and business class of the airlines
  - Luxury and trendy hotels, restaurants, wellness-centers, shops and boutiques
- Paid subscription
- Mailing

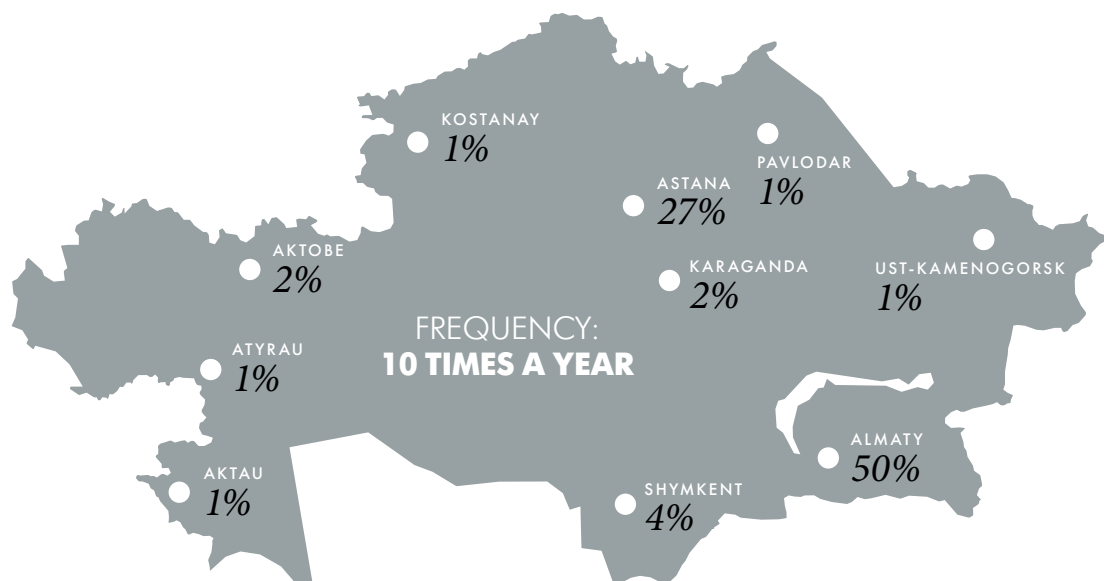


#### **CIRCULATION: 10,000 COPIES**

L'Officiel Kazakhstan is distributed on the territory of Kazakhstan, across the major cities of the country

#### **READERSHIP: 150,000\***

\*An anticipated readership is based on 4.98 readers per copy



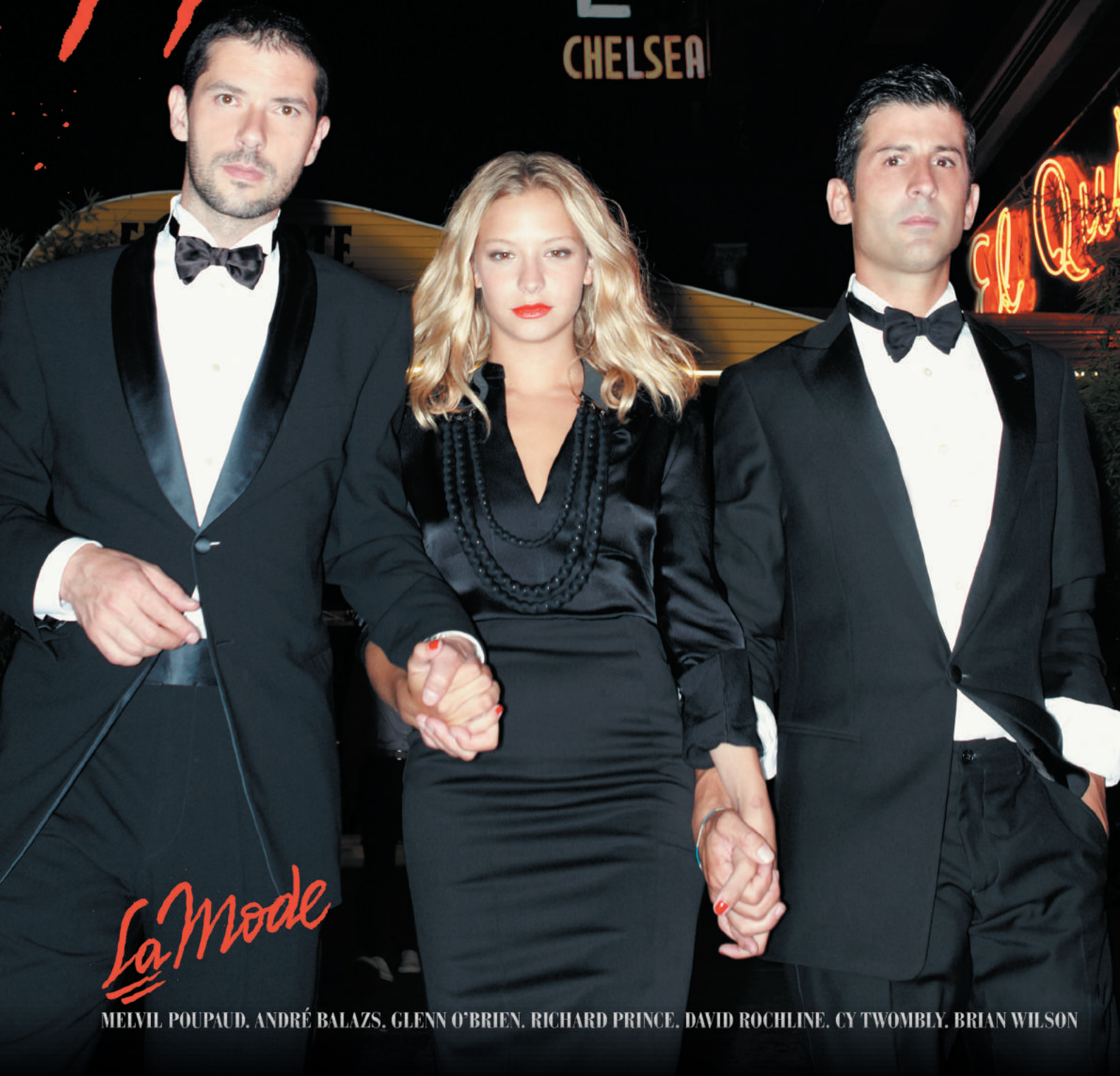
L'OFFICIEL KAZAKHSTAN IS THE ONLY INDEPENDENT FRENCH TITLE OF THE LUXURY PRESS INDUSTRY IN KAZAKHSTAN.

PARIS

# L'OFFICIEL

## Hommes

CHELSEA



La Mode

MELVIL POUPAUD. ANDRÉ BALAZS. GLENN O'BRIEN. RICHARD PRINCE. DAVID ROCHLINE. CY TWOMBLY. BRIAN WILSON



## EVENTS

*Holding First Media Group includes  
one of the most advanced  
companies in the field of organizing  
and managing the exclusive events  
of the highest quality in Kazakhstan.  
First Events successfully cooperates  
for more than 10 years  
with luxury world name brands.*

*We strongly believe that the  
partnership of the media holding  
and world-renowned magazine  
– L'Officiel will have a significant  
contribution to the development of  
event management industry.*

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TODAY FIRST EVENTS TOGETHER WITH L'OFFICIEL  
HAS ALL THE NECESSARY RESOURCES  
IN ORDER TO IMPLEMENT ITS OWN AS WELL  
AS JOINT EVENTS OF THE TOP QUALITY.

# OUTSTANDING EVENTS 2017

L'OFFICIEL KAZAKHSTAN MARKETING AND ADVERTISING CAMPAIGN USES ALL  
THE POSSIBLE TOOLS IN ORDER TO REACH DIFFERENT STAKEHOLDER GROUPS,  
AND FULFILL KEY VALUES OF THE BRAND.

## L'OFFICIEL HORECA AWARDS

L'Officiel presents awards of the most prestigious restaurants, hotels and cafe in Kazakshtan.



## LUXE EXPO 2017

Grand annual event, in the world of luxury. The evening program includes L'Officiel Kazakhstan launch presentation. Collaboration of Luxe Expo 2016 and L'Officiel is aimed to build key audience's loyalty and increase brand-awareness among potential partners and clients.



## L'OFFICIEL LUXURY AWARDS 2017

Major Luxury fashion event with original L'Officiel Kazakhstan hallmark.



## L'OFFICIEL DESIGN WEEK

Annual unique event, exclusive assembly of the leading interior and design representers in Kazakhstan.

*Collaborations with key players of fashion  
and luxury industry in Kazakhstan*







## 2017 THEMES & DEADLINES

Nº	THEME	DEADLINE
1 – FEBRUARY	New season 2016	15 january
2 – MARCH	Fashion	15 february
3 – APRIL	Health	15 march
4 – MAY	Watches and jewelery	15 april
5 – JUNE	Resort	10 may
6 – JULY-AUGUST	Fashion Week – New Trends – Fashion & Beauty	15 june
7 – SEPTEMBER	New Season	10 august
8 – OCTOBER	Accessories	10 september
9 – NOVEMBER	Winter Fashion	15 october
10 – DECEMBER-JANUARY	WishList	10 november

## TECHNICAL REQUIREMENTS

<b>FILE FORMAT</b>	PDF, CDR, Psd, Tiff, Ai, Eps
<b>RESOLUTION</b>	Bitmap: 300 DPI, minimum 250 DPI.
<b>SIZES</b>	<b>215x297 mm</b> for single pages and inserts <b>430x297 mm</b> for spreads (bleed 3 mm with 4 sides) <b>For catalogues:</b> not more than 215x297 mm
<b>COLOR</b>	CMYK, pantone, greyscale.
<b>BEWARE!</b>	All important information (text, logo) must have a 5 mm intended line from the format. For single pages: 12 mm from the left side. Colors on the screen might slightly differ from the printed version.

## RATES 2017

POSITION	€
DOUBLE PAGE	6 000
SINGLE PAGE	4 000

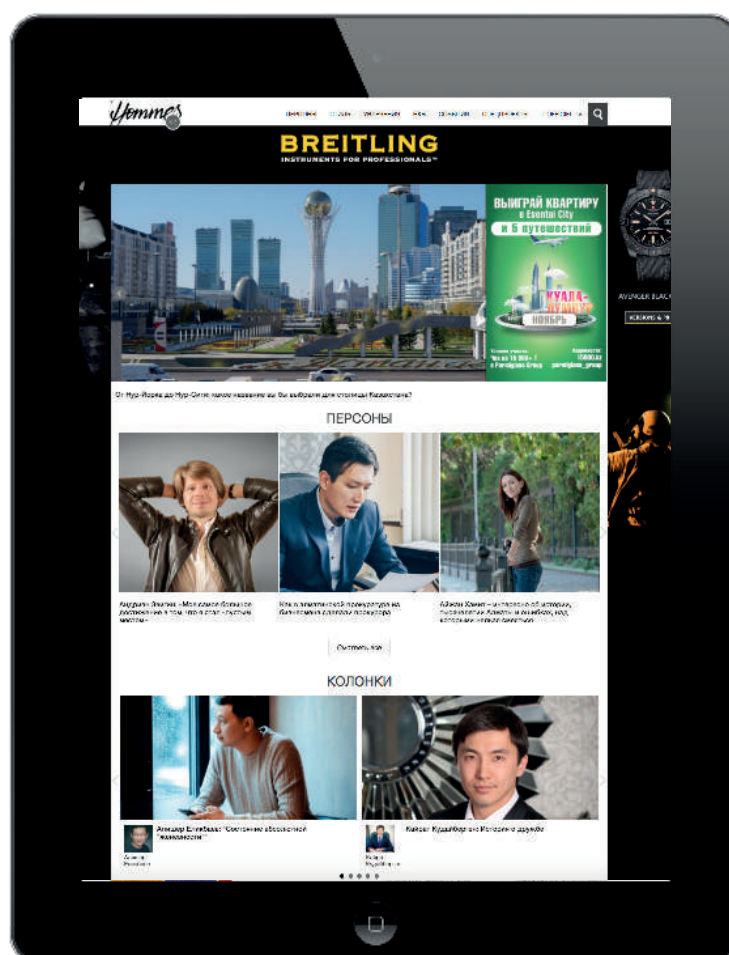
POSITION	€
GATE FOLDER + 1 <sup>ST</sup> SPREAD	15 000
4-АЯ ОБЛОЖКА	12 000
GATE FOLDER FIRST COVER	10 000
1 <sup>ST</sup> SPREAD	10 000
2 <sup>ND</sup> SPREAD	9 000
3 <sup>RD</sup> SPREAD	8 000
4 <sup>TH</sup> SPREAD	7 000
5 <sup>TH</sup> SPREAD	6 500
SPREAD INSIDE BACK COVER	7 500
DOUBLE HEAVY-PAPER PAGE	7 000
3-RD COVER	7 000
SPREAD BETWEEN MASTHEAD AND CONTENTS	6 500
SPREAD BETWEEN MASTHEAD AND EDITOR'S LETTER	6 500
PAGE FACING EDITOR'S LETTER	5 000
PAGE FACING CONTENTS	5 000
PAGE FACING MASTHEAD	5 000
PAGE FACING CONTRIBUTORS	5 000

## SPECIAL CAMPAIGNS

POSITION	€
6 PAGES	10 000
8 PAGES	11 000
10 PAGES	12 000

## RATES FOR INSERTS AND CATALOGUES (inclusion only, at least 2000 copies)

VOLUME	€
CATALOGUES JOINT TO L'OFFICIEL UP TO 20 P.	5
DOUBLE PAGE INSERT	1,5



## RATES 2017

website for one month

POSITION	€
TOP BANNER (1120x100)	800
BANNER (A - FIRST SCREEN) (230x448)	950
PRE-LOADER (technical requirements upon request)	1300
OPENING BANNER (technical requirements upon request)	800
POP-UP BANNER (technical requirements upon request)	1100
MANE PAGE BRANDING	1600
PR-ARTICLE	1100

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