



**L'OFFICIEL** KAZAKHSTAN

**MEDIA KIT 2017**

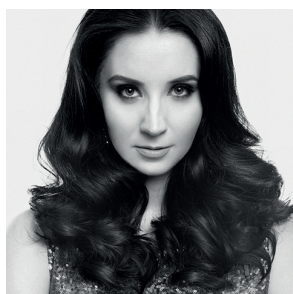
FIRST MEDIA GROUP

## **L'OFFICIEL EDITORIAL OFFICE**

### *Creative team*



*Gulnara Mergaliyeva*  
**EDITOR-IN-CHIEF**



*Danna Karagussova*  
**GENERAL DIRECTOR**



*Makpal Karibzhanova*  
**HEALTH & BEAUTY EDITOR**



*Beibit Alibekov*  
**HEAD OF COMMERCIAL  
DEPARTMENT**



*Olesya Shaposhnikova*  
**EDITORIAL DIRECTOR**



*Christina Lazareva*  
**ART DIRECTOR**



*Dina Akhmetova*  
**ADVERTISING DIRECTOR**



*Onel Kitapbayeva*  
**WEB EDITOR**



*Dinara Ateeva*  
**BRAND MANAGER**

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**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.

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# 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  
1(1)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
2(2)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
3(3)



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



L'OFFICIEL HOMMES  
KAZAKHSTAN  
3(6)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
4(7)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
5(8)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
6(9)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
7(10)



L'OFFICIEL HOMMES  
KAZAKHSTAN  
8(11)



# THE TARGET AUDIENCE

## **BETWEEN 30 AND 45 YEARS OLD**

Age classes are more and more decategorized. To be 20 today doesn't mean you are young, to be 50 just doesn't mean that you are out-of-the-loop. While the «L'Officiel woman» between 30 and 45 cultivates personal balance and professional success with all the codes and choices that go with it.

## **A STRONG BUYING POWER**

With her financial independence, she belongs to or leans towards the **NEW INFLUENTIAL CIRCLES**. For her, wealth and success are virtues.

## **A TASTE FOR FASHION AND STYLE**

Personality and lifestyle inspired by L'Officiel are her virtues, which are making her **UNIQUE** and **AUTHENTIC**.

## **BRANDS ARE A CULTURE**

A woman who possesses a true «**SHOPPING CULTURE**», she knows and uses the brands, admitting that they are an integral part of contemporary culture. Knowing, choosing and selecting fashion and luxury houses is for the «L'Officiel woman» what the art of wine is for man.

## **L'OFFICIEL WOMAN**

– she is the woman a million want to be alike.  
**SHE IS AUTHENTIC, ELEGANT AND UNIQUE.**



# L'OFFICIEL WORLD

## L'OFFICIEL



PRINT

WEB



EVENTS

SOCIAL MEDIA



LOFFICIEL.KZ





## FRONT ROW

Celebrity interviews  
Socialite life coverage  
Highlights from fashion shows  
Reports from world events & invitation-only parties

## STYLE

Top trends review & runway reports  
Critics' choice & must-have accessories  
Best discoveries & obsessions  
Latest news & shopping references

## MODE

Fashion stories  
Stars' looks & focus on models

## BIJOUX

Horology trends & brand-new timepieces  
High jewellery premieres & selections of unique gems

## BEAUTE & SANTE

Beauty photo sessions  
Cosmetics & fragrances news  
Wellness, fitness & health  
Skin care & makeup recommendations

## LIFE STYLE

Exclusive features & famous contributors  
Culture & art  
Design & architecture  
High End gadgets & hottest cars  
Gourmet food & wine  
Destinations & resorts  
Inspiration & entertainment

## RSVP

Memories from fabulous nights and happenings

# OUTDOOR



■ STRONG PUBLICITY COVERS MAIN CITIES: ALMATY, ASTANA.

■ ALL YEAR ROUND VARIOUS FORMS OF ADVERTISING ARE SHOWN.

■ A COMBINATION REEVALUATION AND INTENSIVE.

■ ADVERTISING FOR SPECIAL ISSUES AND EVENTS, INCLUDING UPCOMING AND ANNUAL EVENTS.





# 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.

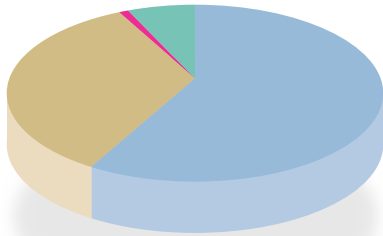
*Collaborations with key players of fashion  
and luxury industry in Kazakhstan*

# L'OFFICIEL 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

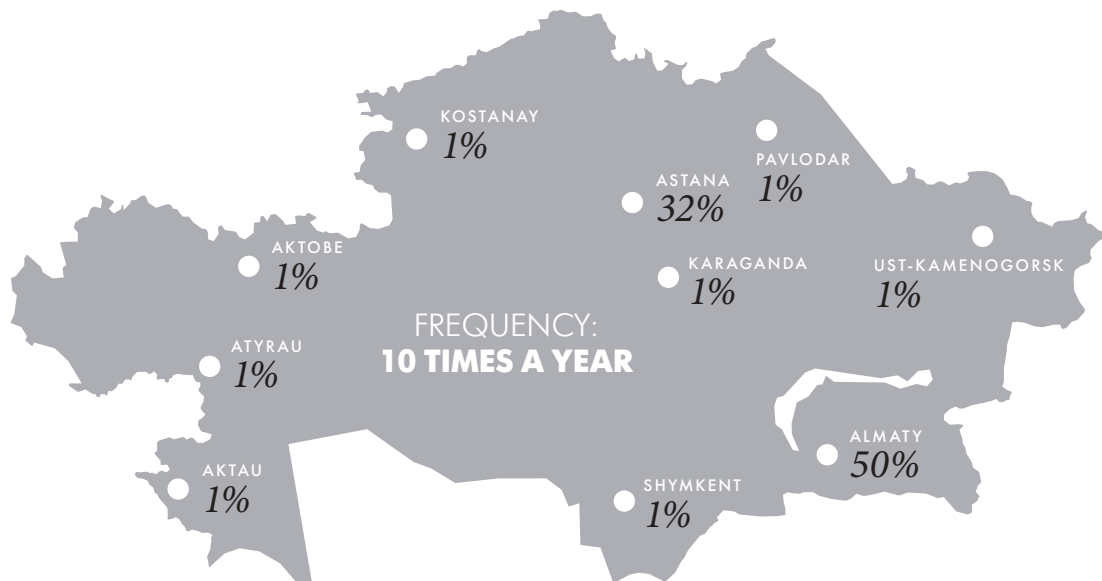


**CIRCULATION:  
10,000 COPIES**

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

**READERSHIP:  
60,000\***

\*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.



## L'OFFICIEL KAZAKHSTAN

### 2017 THEMES & DEADLINES

No	THEME	DEADLINE
1 – FEBRUARY	New season 2016	15 january
2 – MARCH	Fashion & Beauty	15 february
3 – APRIL	Health & Beauy	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

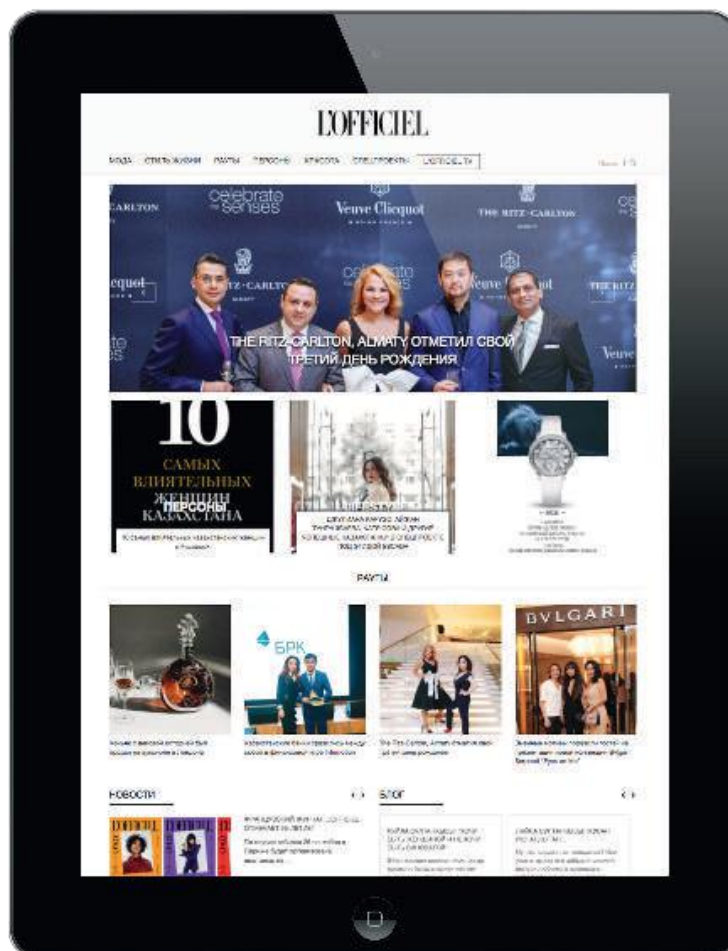
POSITION	€
6 PAGES	10 000
8 PAGES	11 000
10 PAGES	12 000

## 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

# L'OFFICIEL KAZAKHSTAN

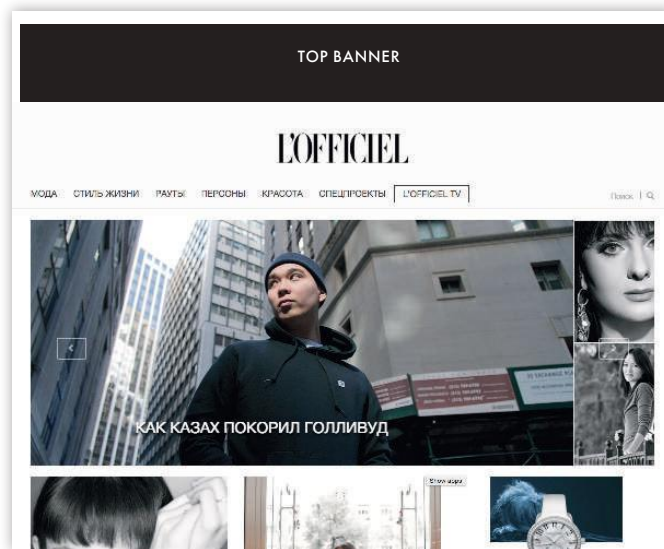
L'Officiel.kz - intelligent fashion-portal, a connoisseur of the fashion industry, and trendsetter, is actively involved in the social life of the southern capital and the rest of the world. You can read the latest news from the world of fashion, film, music, culture, beauty and see the best coverage of the most important events.



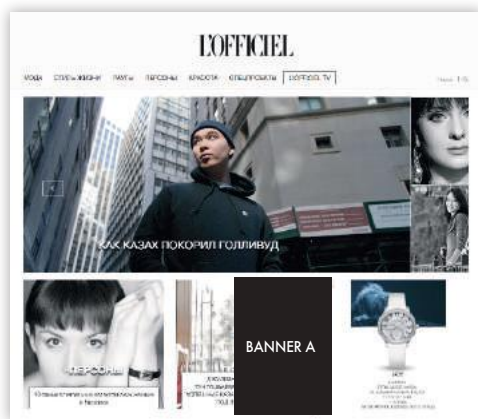
## RATES 2017

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



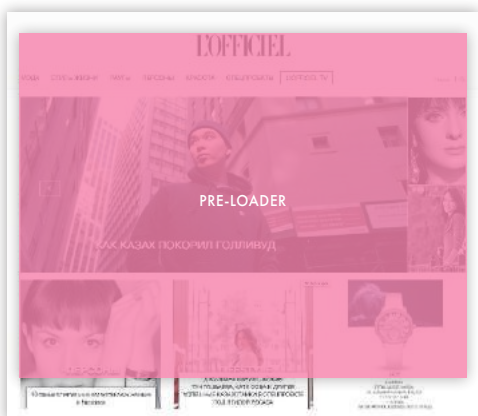
TOP BANNER



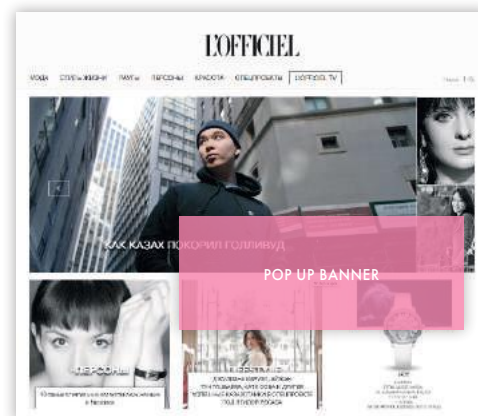
BANNER A – FIRST SCREEN



MAIN PAGE BRANDING



PRE-LOADER



POP UP BANNER

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