L'OFFICIEL KAZAKHSTAN

MEDIA KIT 2017

FIRST MEDIA GROUP

L'OFFICIEL EDITORIAL OFFICE

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Dina Akhmetova
ADVERTISING DIRECTOR

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WEB EDITOR

Dinara Ateeva
BRAND MANAGER

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
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 contempory 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.

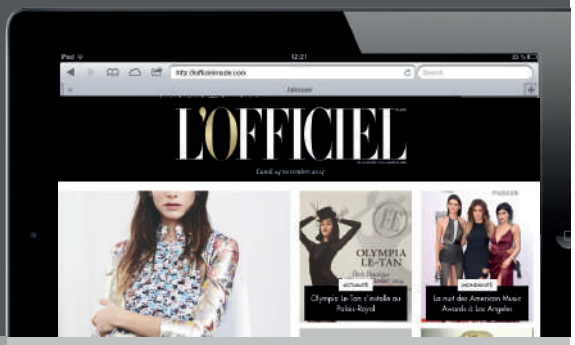
ФОТО: Dawid Klepadlo (специальная съемка для L'Officiel Kazakhstan, август 2016)

L'OFFICIEL WORLD

L'OFFICIEL

PRINT

WEB



EVENTS

SOCIAL MEDIA

LOFFICIELKZ

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.

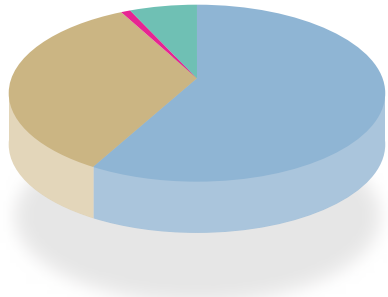
Collaborations with key players of fashion and luxury industry in Kazakhstan

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



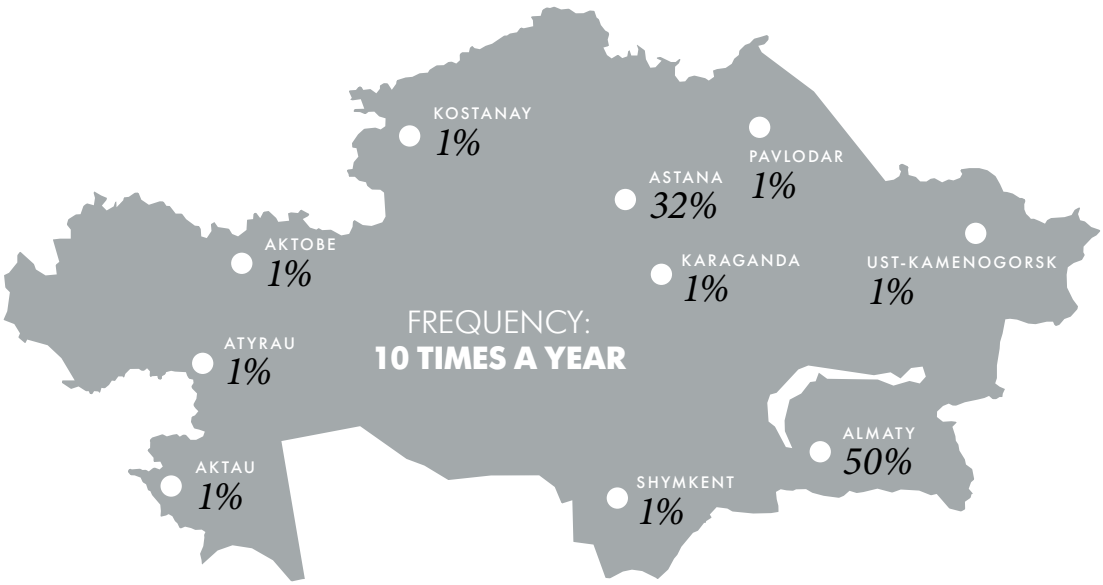
Mailing **7%**
Client database **1%**
Luxury locations **34%**
Sales **58%**

CIRCULATION: **10,000 COPIES**

L'Officiel Kazkahstan 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

№	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

FILE FORMAT	PDF, CDR, Psd, Tiff, Ai, Eps
RESOLUTION	Bitmap: 300 DPI, minimum 250 DPI.
SIZES	**215x297 mm** for single pages and inserts **430x297 mm** for spreads (bleed 3 mm with 4 sides) **For catalogues:** not more than 215x297 mm
COLOR	CMYK, pantone, greyscale.
BEWARE!	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 + 1ST SPREAD	15 000
4-АЯ ОБЛОЖКА	12 000
GATE FOLDER FIRST COVER	10 000
1ST SPREAD	10 000
2ND SPREAD	9 000
3RD SPREAD	8 000
4TH SPREAD	7 000
5TH 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

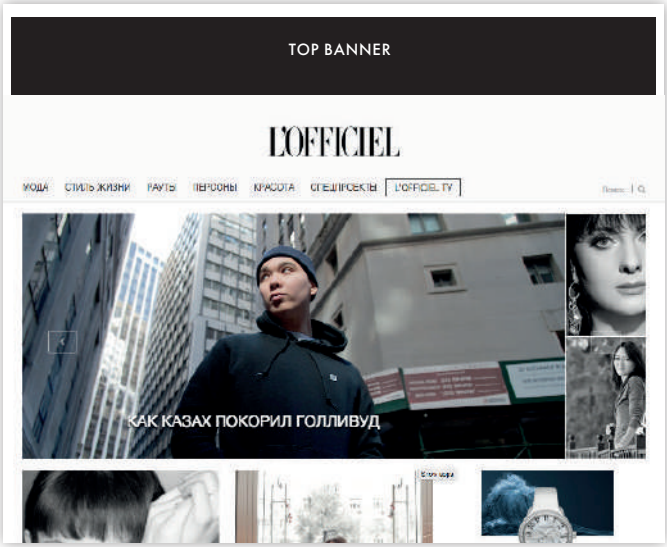
L'OFFICIEL KAZAKHSTAN

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.

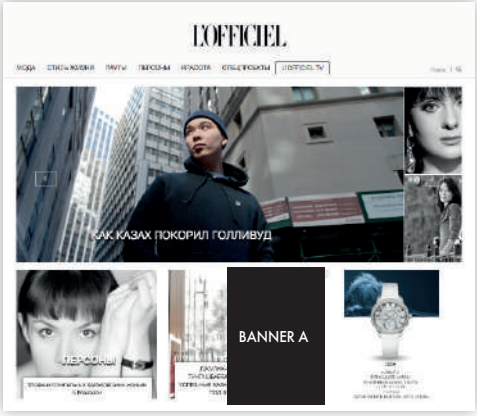
RATES 2017

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

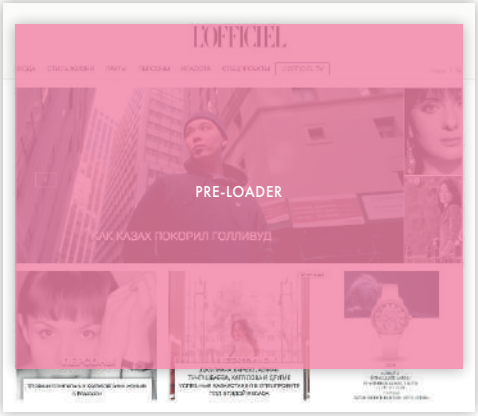


TOP BANNER

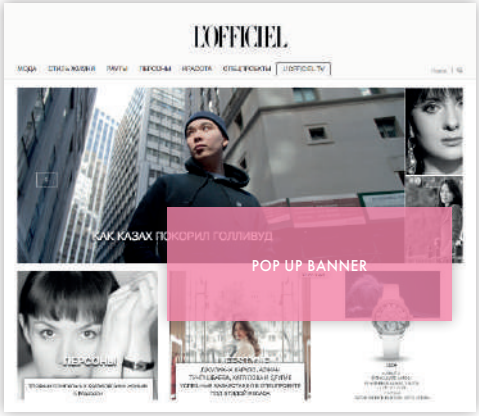


BANNER A – FIRST SCREEN

MAIN PAGE BRANDING



PRE-LOADER



POP UP BANNER

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