

# pointure

THE SHOE MAGAZINE FOR MEN

MEDIA PACK 2011



## DESCRIPTION OF MAGAZINE

High-end male magazine devoted to footwear.

THE COLUMNS :

- IN BRIEF : latest models, stores, events, people, accessories...
- FOCUS : detailed analysis of a model on 2 pages. 6 - 7 models presented by issue.
- TRENDS : presentation of the latest fashions.
- REPORTS : interviews with personalities, investigating of fabrication workshops...
- TESTS : banc d'essai des modèles sélectionnés, protocole d'essais, conclusions...
- A SPECIAL GUIDE FOR SHOES (twice a year), collections spring/summer and fall/winter - all.

All magazines available for consultation on : <http://www.lekiosque.fr/Pointure-y6369.aspx>

## READERS

TARGET AUDIENCE : MEN – AB + / ASSETS – 25/45 YEARS.

## IDENTIFICATION SHEET

Circulation : 28,000 copies. Quaterly (4 issues per year).

Sale price : 6 €. Pagination : approximately 96 pages.

## DISTRIBUTION

15 000 Copies

Establishment MLP : 24 000 copies. Sales booths : 11 000 copies

Specialized Distribution : 4,000 copies (retailers, hotels, lounges, VIP, etc...).

Balance : Circulation numbers compared to Dandy

## ADVERTISING RATES

PREFERENTIAL PLACEMENT

2nd Cover	9 200 €
3rd Cover	7 800 €
4th Cover	11 500 €

Double Opening PAGE 15 800 €

1st Double 13 800 €

2nd Double 13 200 €

Editorial Cover 8 800 €

Feature Cover 8 500 €

Recto News Cover 7 500 €

STANDARD SIZES

two page spread 12 200 €

Full Page 6 800 €

1/2 Page 4 200 €

REFERENCE SECTION

1/2 page 1 600 €

1/4 page 900 €

SPACE WINDOWS

Subscription 4 1000 € module

35mm x 90 mm (or 250 € Per issue)

DISCOUNTED PRICING\* : Only for preferential locations and standard sizes.

Issues	1	2	3	4
Volume	None	Volume 7%	10%	15%
Professional Discount	15%	15%	15%	15%

Special orders :  
Please contact the magazine.



**PLANNING ET FORMATS**

POINTURE	N°26	N° 27	N°28	N° 29
PUBLISHING DATE	20/02	20/05	18/08	20/11
NEWSTAND RELEASE DATE	27/02	29/05	04/09	27/11

FINAL FORMAT	232,5 x 280 mm
DOUBLE PAGE	L. 465 x H. 280 mm + débords de 5 mm sur les 4 côtés
SIMPLE PAGE	L. 232,5 x H. 280 mm + débords de 5 mm sur les 4 côtés
1/2 HEIGHT L. PAGE	L. 115 x H. 280 mm + débords de 5 mm sur les 4 côtés
1/2 PAGE WIDTH	L. 232,5 x H. 137 mm + débords de 5 mm sur les 4 côtés
HEADING ADRESSES	Page: L.185 x H.230 mm. 1/2 page : L.185 x H.112,5mm 1/4 page : L.90 x H. 112,5 mm. vitrine : L.90 x H.35 mm.

**SIZES OF ELEMENTS TO BE SUBMITTED TO**

(CD FORMAT MAC + TEST CERTIFIED COLOR)  
Native file (SAME FORMAT AS THE MAGAZINE): with bleeds of 5 mm on the sides 4+ cross-tracking

ACROBAT PDF FILE (SAME FORMAT AS THE MAGAZINE) :  
With bleeds of 5 mm on 4 sides + cross-tracking  
Version , 4, 5 ou 6 - High Resolution (for a double page , provide us a PDF per page)

PHOTOSHOP FILES TO CMYK :  
Resolution : 300 pixels / inch (DPI) - Registered EPS (Photoshop 7, CS or earlier)  
Preview : Macintosh (8 bits / pxel) Coding : JPEG - Maximum Quality

INDESIGN FILE : 6, 5 or earlier - Fonts compatibles OS9 & OSX

**HOW TO SEND FILES**

By COURRIER SERVICE : (Chronopost, Fed-ex, DHL,...) :  
In our graphic studio :  
MARKING  
23 rue Edouard Nieuport - 92150 SURESNES- tél. 01 40 99 01 13

By E-MAIL : [technique@dandy-mag.com](mailto:technique@dandy-mag.com) (9 Mo maximum)



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