

dandy

THE BEST OF MAN



DESCRIPTION OF THE MAGAZINE

Dandy is a high-end fashion and lifestyle magazine.

FEATURES :

- NEWS : new models, shops, events, people, accessories...
- FAVORITES : detailed analysis on a 2 page article. 8/9 models presented by issue.
- FASHION : tunnel mode, thirty pages to talk about fashion.
- REPORTS : interviews of personalities, discoveries of fabrication workshops...
- POLITICS, ECONOMY - FINANCE - SOCIETY, DESIGN, ART, TECHNOLOGY, SOCIALIZING, CIGARS, WINE, BOOKS, BEAUTY, AUTOS...

All magazines available for consultation on : <http://www.lekiosque.fr/Dandy-y330.aspx>

READERS

TARGET AUDIENCE : MEN – SENIOR EXECUTIVES / ACTIVE MEN – 30-55 YEARS.

SHEET OF IDENTITY

Circulation : 48,000 copies. Bimonthly (6 issues/year).

Sale price : 6 €. Pagnation : approximately 168 pages.

DISTRIBUTION

23,000 copies

Establishment MLP : 42,000 copies

Specialized Distribution : 6,000 copies (shops, hotels, salons, etc.) + 5,200 copies (luxury cars dealerships) + 600 copies (Parliament).



RATES OF ADVERTISEMENTS

PREFERENTIALS PLACEMENTS

2nd Cover	10 500 €
3rd Cover	8 700 €
4th Cover	13 200 €

Double opening page 16 900 €

1st Double page 15 900 €

2nd Double page 13 800 €

Editorial cover 9 300 €

Feature cover 9 000 €

Recto News cover 8 200 €

«Tunnel mode» 10p. Conditions on request

STANDARD SIZES

Double Page 13 600 €

Full Page 7 500 €

1/2 Page 4 700 €

GOOD ADDRESSES TO KNOW

1/2 page 1 800 €

1/4 page 1 000 €

Discount pricing

Parutions	1	2	3	4	5
Volume	/	5 %	7 %	10 %	15 %
Remise professionnelle	15 %	15 %	15 %	15 %	15 %

Special orders :
please contact the magazine



PLANNING AND SIZES

DANDY	N° 29	N° 30	N° 31	N° 32	N° 33
PUBLISHING DATE	25/01	27/03	28/06	15/09	03/12
NEWSTAND RELEASE DATE	05/02	02/04	12/07	12/10	08/12

FINAL FORMAT	232,5 X 280 mm
DOUBLE L. PAGE	L. 465 x H. 280 mm + bleeds of 5 mm on 4 sides
SINGLE PAGE	L. 232,5 x H. 280 mm + bleeds of 5 mm on 4 sides
1/2 HEIGHT PAGE	L. 111 x H. 280 mm + bleeds of 5 mm on 4 sides
1/2 PAGE WIDTH L	L. 232,5 x H. 137 mm + bleeds of 5 mm on 4 sides

SIZE 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 + 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 3 or earlier)

Preview : Macintosh (8 bits / pxel) Coding : JPEG - Maximum Quality

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

HOW TO SEND FILES

BY COURIER SERVICE : (i.e, 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 (9 Mo maximum)



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