

L'OFFICIEL



FACTS & FIGURES



L'OFFICIEL THE NETHERLANDS & BELGIUM

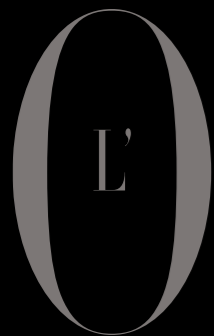


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L'Officiel in the Netherlands and Belgium • high end fashion style bible!

For more than 85 years, L'Officiel has been the international platform for high end fashion. With its French origins, its eye for detail and the best contacts in the world of haute couture, L'Officiel may justifiably be called an authentic style bible – a style bible that offers inspiration about fashion and couture and the people who are so closely associated with these topics.

More than ever, L'Officiel confirms that the Netherlands has proven itself internationally as a fashion & design country. Dutch models such as Doutzen Kroes, Rianne ten Haaken, Yvke Sturm are breaking through internationally in major advertising campaigns. Dutch designers are making their way to the international top. Marcel Wanders ranks among Europe's top 3 designers, a Dutch architect such as Rem Koolhaas has the design of the Prada store in New York to his name, and to cap it all off, world-famous Dutch fashion designers Victor & Rolf have made their way onto the Hollywood scene.

L'Officiel offers you not only the latest trends from the world of high end fashion and couture, but also the latest news in the field of art and design. L'Officiel works with brands and people who aim for the same top quality, with passion for fashion. The magazine has exclusive access to the icons of the international fashion industry, resulting in newsworthy offerings such as high-profile interviews and stunning fashion reportages. In L'Officiel, the major leading fashion brands show their finest looks, naturally worn by the world's top models.

Distinctiveness

L'Officiel distinguishes itself from its competitors by offering a platform for high end fashion, art & design. It has at its fingertips the latest trends, the classiest looks, the best interviews with leading brands and top models from the fashion industry. It is the showcase for design talent and the style bible for fashionates.

Brand identity

- High end fashion
- Authoritative & International
- Creative & Inspirational
- Specialist

Target group

The L'Officiel woman is a fashion addict, that much is certain! Open, honest and highly individual by nature, she is no clothes horse: she thinks top fashion simply looks great! The L'Officiel woman goes for clothes with class and style. She enjoys beauty, she has taste and most definitely an eye for detail. She is internationally oriented and is fully at home in the Top Fashion cities of Paris, Milan, London and New York. She wants to touch, feel and smell her inspiration, and she can: with her, there is never a dull moment. But she seeks her inspiration and vitality closer to home as well.

The L'Officiel woman is a perfectionist. She is ambitious and creative. In brief: A self-confident and independent woman, aged between 28 and 38, she lives in a vibrant environment (but one with class). She is well-educated and is only too happy to spend her money on high end fashion and leading cosmetic brands.



Description of Niche Publishers

The aim of Niche Publishers is to publish international licences or magazines to provide in the needs of the niche market. With the introduction of the Dutch version – and, from autumn of 2008, the Belgian edition – of L'Officiel, Niche Publishers has introduced a flagship for fashion-lovers in the Netherlands and Belgium. In L'Officiel, Niche Publishers offers a platform to advertisers and brands that focus on this same market.

Fact & Figures

Media information

Target group

Age (core): 28 - 38, enjoys beauty, has an eye for detail, is internationally oriented and well-educated

Press run and distribution

The Netherlands: 30.000 Belgium: 20.000

L'Officiel NL

Publication dates for the Netherlands 2nd half year of 2008

Issue	Publication date	Delivery of material
7. August/September	7 August 2008	2 July 2008
8. October	17 September 2008	14 August 2008
9. November	29 October 2008	2 October 2008
10. December/January	10 December 2008	13 November 2008

Publication dates for the Netherlands in 2009: 10 times a year

Issue	Publication date	Delivery of material
11. February	21 January 2009	18 December 2009
12. March	25 February 2009	30 January 2009
13. April	25 March 2009	27 February 2009
14. May	22 April 2009	25 March 2009
15. June-July	27 May 2009	28 April 2009
16. August	15 July 2009	12 June 2009
17. September	19 August 2009	17 July 2009
18. October	23 September 2009	21 August 2009
19. November	21 October 2009	17 September 2009
20. December-January	25 November 2009	23 October 2009

L'Officiel Belgium

Publication dates for Belgium in 2008:

Issue	Publication date	Delivery of material
1. November	29 October 2008	2 October 2008
2. December-January	10 December 2008	13 November 2008

Publication dates for Belgium 2009: 6 times a year

Issue	Publication date	Delivery of material
3. March	25 February 2009	30 January 2009
4. May	22 April 2009	25 March 2009
5. July-August	24 June 2009	20 May 2009
6. September	19 August 2009	17 July 2009
7. October-November	30 September 2009	31 August 2009
8. December-January	25 November 2009	23 October 2009



Advertising opportunities
Advertising rates for print

	The Netherlands	Belgium
Basic rate 1/1 page	€ 6.950	€ 4.630
Basic rate 2/1 page (spread)	€ 12.900	€ 8.600
Special placement		
Cover 2 first spread (2/1 page)	€ 19.350	€ 12.900
Cover 2 (folds out to 3/1 page)	€ 25.800	€ 17.200
Cover 3	€ 10.425	€ 6.950
Cover 4	€ 13.900	€ 9.300
First spread after cover 2	€ 16.250	€ 10.830
Second spread after cover 2	€ 14.900	€ 9.930
Third spread after cover 2	€ 13.803	€ 9.234
Page facing contents	€ 8.200	€ 5.460
Page facing contributors	€ 7.600	€ 5.065
Page facing credits	€ 7.600	€ 5.065
Page facing editorial	€ 7.800	€ 5.200
Opening page facing Beauty	€ 7.600	€ 5.065
Opening page facing Jewelry	€ 7.600	€ 5.065

Note: Above mentioned rates are excl. VAT.

Additional advertising opportunities (rates on request)

- Plus propositions (inserts, gatefolds, bellybands, etc.)
- Online
- Events

Supplements

- Travel
- Design
- Accessories

Technical details: Delivery specifications, formats, etc.

Formats

	Type area	Trim area
1/1 page	200 x 265 mm	220 x 285 mm +5 mm on four sides
2/1 page	420 x 265 mm	440 x 285 mm +5 mm on four sides

Material

As of 1 January 2002, certified PDF in accordance with the Medibel+ version 3 is the Dutch standard for the delivery of advertising to magazines. L'Officiel fully endorses this standard and therefore wishes to receive solely certified PDF 1.3 files.

You may send the material by mail (CD-ROM) to:

Niche Publishers B.V.
Attn Wilma van der Grift
Sophialaan 25-S, 3708 HB Zeist

You may send the material by e-mail to:

The Netherlands: info@lofficielnl.nl Belgium: info@lofficielbe.be

If you have any questions or need more information about sending your material, please get in touch with Wilma van der Grift at: +31 (0) 30 - 67 77 461.

