



POINTURE

" Dis-moi comment tu es chaussé, je te dirai qui tu es " (Baden Powell)

MEDIA PACK 2016

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.

READERS

Target audience : men – AB + / assets – 25/60 years.

IDENTIFICATION SHEET

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

Sale price : 7 €. Pagination : approximately 114 pages.

DISTRIBUTION

15 000 Copies
Establishment MLP : 24 000 copies.
Sales booths : 11 000 copies

Specialized Distribution : 4,000 copies : retailers, hotels, lounges, VIP,
Balance : Circulation numbers compared to Dandy

www.pointure-magazine.com



www.dandy-magazine.com

ADVERTISING RATES

PREFERENTIAL PLACEMENT

| | |
|-----------------------|----------|
| 2nd Cover | 9 200 € |
| 3rd Cover | 7 800 € |
| 4th Cover | 12 650 € |
| Double Opening | 15 800 € |
| 1st Double | 13 800 € |

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|-------------------------|----------|
| 2nd Double | 13 200 € |
| Editorial Cover | 9 900 € |
| Feature Cover | 8 700 € |
| Recto News Cover | 8 200 € |

REFERENCE SECTION

| | |
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| two page spread | 12 200 € |
| Full Page | 7 200 € |

Production of editorial content, please contact : contact@dandy-mag.com

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

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|------------------------------|----------|----------|----------|----------|----------|
| Issues | 1 | 2 | 3 | 4 | 5 |
| Volume | / | 7% | 7% | 15% | 15% |
| Professional Discount | 15% | 15% | 15% | 15% | 15% |

Special orders :
Please contact the magazine.

CALENDAR OF ISSUES AND THEMATICS

| POINTURE | BIMONTHLY, DATE | ISSUES | THEMATICS | DEADLINE |
|----------|----------------------------|--------------|------------------------------------|--------------|
| 46 | 10 March - 10 June | 10 March | Guiding book Spring/Summer 2015 | before 27/02 |
| 47 | 11 June - 10 September | 10 June | Special summer shoes | before 25/05 |
| 48 | 11 September - 10 Décembre | 10 September | Guiding Book Autumn/Winter 2015 | before 18/08 |
| 49 | 11 Décembre - 9 March 2015 | 10 Décembre | Special winter shoes 2015/16 | before 25/11 |

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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 - Files linked

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IN OUR GRAPHIC STUDIO : MARKING

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