



POINTURE

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

MEDIA PACK 2019

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 : 12 €. Pagination : approximately 114 pages.

DISTRIBUTION

Establishment MLP : 22.000 copies.

Specialized Distribution : 6.000 copies : retailers, hotels, lounges, VIP, subscribers.
Balance : Circulation numbers compared to Dandy

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ADVERTISING RATES

PREFERENTIAL PLACEMENT

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

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

REFERENCE SECTION

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.

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
58	10 March - 10 June	10 March	Guiding book Spring/Summer 2017	before 27/02
59	11 June - 10 September	10 June	Special summer shoes	before 25/05
60	11 September - 10 Décembre	10 September	Guiding Book Autumn/Winter 2017/2018	before 18/08
61	11 Décembre - 9 March 2018	10 Décembre	Special winter shoes 2017/18	before 25/11

FULLY BILINGUAL FR + UK

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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

***PROFIL COLOR** : FOGRA39

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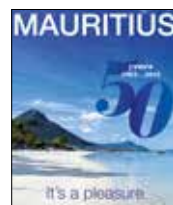
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IN OUR GRAPHIC STUDIO :

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