

**MEDIA PACK 2021**

Elegance would be the only word to use if we need to qualify Dandy with one term. Luxurious life style magazine, Dandy is the modern expression of classic elegance. Values are elegance and refinement. It doesn't treat of fashion but elegance. Cultural articles are celebrating the one of spirit. Its legitimacy is based with a light and moved tone. Its editorial line is built around five major parts : meetings, life style, personalities and cult articles, art and clothes.

## READERS

TARGET AUDIENCE : MEN – SENIOR EXECUTIVES / ACTIVE MEN – 30-70 YEARS.

## SHEET OF IDENTITY

Circulation : 42.000 copies. Bimonthly (6 issues/year). Sale price : 15 €. Pagination : approximately 200 pages.

Fully bilingual FR + UK

## DISTRIBUTION

Establishment MLP : 30.000 copies  
Specialized distribution : 12.000 copies : shops, hotels, salons,  
luxury cars dealerships, Parliament, subscribers



dandy is available in Air France first and business classes' lounges, of the biggest international airports.

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## RATES OF ADVERTISEMENTS

PREFERENTIALS PLACEMENTS				STANDARD SIZES	
2nd Cover	14 500 €	2nd Double page	19 000 €	Double Page	17 000 €
3rd Cover	13 000 €	Editorial cover	11 500 €	Full Page	9 000 €
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Double opening page	24 000 €	Recto News cover	9 900 €		
1st Double page	21 000 €	Verso Face Ouv. Chapitre	9 500 €		

**Production of editorial content, please contact : [contact@dandy-mag.com](mailto:contact@dandy-mag.com)**

Discount pricing						
Parutions	1	2	3	4	5	
Issues	/	5 %	7 %	10 %	15 %	Special orders : please contact the magazine
Professional discount	15 %	15 %	15 %	15 %	15 %	« Tunnel mode » 10 p. Conditions on request

# DANDY

PLANNING / SHEET 2021

## CALENDAR OF ISSUES AND THEMATICS

DANDY	Deadline	Issues	Advertising
81	15 february	Spring, march 2021	Before 15 february
82	15 may	Summer, june 2021	Before 15 may
83	15 august	Autumn, september 2021	before 15 august
84	15 november	Winter, december 2021	before 15 november

FULLY BILINGUAL FR + UK

## ADVERTISING SALES DIVISION

Véronique BRICOUT : Tél. : 06 19 25 67 80 - vbricout@dandy-mag.com

## ACROBAT PDF FILE (SAME FORMAT AS THE MAGAZINE) :

For a simple page, provide us a PDF (trim size 232.5 x 280 mm) with 5 mm on 4 sides (useful format 242,5 x 290 mm) + cross mark

For a double page, provide us a single PDF (trim size 465 x 280 mm) with 5 mm on 4 sides (useful format 475 x 290 mm) + cross mark

DOUBLE PAGE	L. 465 x H. 280 mm + with bleeds of 5 mm on the 4 sides
SIMPLE PAGE	L. 232,5 x H. 280 mm + with bleeds of 5 mm on the 4 sides

## 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

**\*PROFIL COLOR** : FOGRA39

## HOW TO SEND FILES

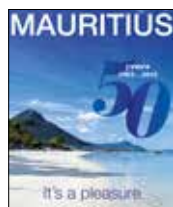
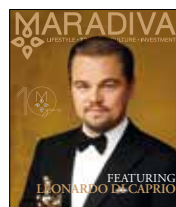
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IN OUR GRAPHIC STUDIO :

DANDY DIGITAL CORPORATION PARIS (DDC PARIS) - FACE AU 5 QUAI MARCEL DASSAULT - 92150 SURENES (FRANCE)

**By E-MAIL** : technique@dandy-magazine.com - jlanglet@dandy-mag.com (10 Mo maximum)

In the case of documents with a weight greater than 10 MB, we recommend you send us the file via a file transfer site (Yousendit - WeTransfer ...).



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