

the **Anglo** **PHONEBOOK**

THE RIVIERA'S ENGLISH SPEAKING DIRECTORY

MEDIA KIT 2010 - 2011



KEY FACTS

The AngloPHONEBOOK is the essential colour telephone directory of English-speaking businesses on the French Riviera. It is used by the thousands of English-speakers on the Cote D'Azur whenever they need to buy virtually anything.

The AngloPHONEBOOK is used extensively by English-speaking residents, tourists, second home owners, Anglophone businesses, yacht owners, conference attendees and students.

The AngloPHONEBOOK is now in its 7th successful year and is without doubt, THE only targeted way of reaching English-speakers on the Cote D'Azur at the time of purchase all the year round.

The AngloPHONEBOOK lists over 9,000 businesses that want to reach the English-speaking community in the South of France.

The 2010/11 edition will run to over 400 pages and more than 50,000 copies will be distributed throughout the Cote D'Azur from March 2009 onwards.

The AngloPHONEBOOK also provides essential information on important aspects such as insurance, car ownership, banking, health, buying & rental of property and Education - making it an invaluable guide to life in France.

Published in a handy A5 format, The AngloPHONEBOOK is easy to use. With over 100 pages of detailed town maps and packed with essential information, English-speakers keep it to hand whether at home or in their car, ensuring your message follows them wherever they go.

THE TARGET MARKET:

English speakers on the Cote d'Azur

- Over 250,000 English speaking residents
- 1 in 5 of all overnight stays on the Cote D'Azur is for business
- 1000s of Yacht Owners
- 160,000 owners of secondary homes
- 71% of tourists stay in 4* hotels *
- 100s of international companies based on Cote D'Azur
- Over 3million English-Speaking tourists per year *
- English Speaking Tourists spend over 1.5 billion Euros per year on the French Riviera *

* L'observatoire du tourisme sur la Cote D'Azur

To make sure you reach affluent English-speakers on the Cote D'Azur, contact our sales team now on: +33 (0) 489 73 32 82 or sales@theanglophonebook.com

DISTRIBUTION

The Anglo PhoneBook is distributed by hand all along the Riviera. On top of that we deliver to Hotels, Businesses, Tourist Offices in fact, wherever people need access to English speaking business. The success of our distribution has ensured that The Anglo PhoneBook is a respected reference tool for people in the Riviera.

Distribution Points:

Airports

Heliports

All Tourist Offices

Major Banks

Supermarkets

Anglophone Associations & Clubs

Hotels, Residences & Campsites

Estate Agents

English Bookshops & Shops

English - Speaking Businesses

Embassies and Consulates

Sophia Antipolis International

Business Centres





TESTIMONIALS

Don't just take our word for it ... Read what our advertisers have to say!



"I've been working with The AngloPHONEBOOK for 3 years now, and I am renewing yet again this year. Return on investment guaranteed."



"The fact that I get many patients each month directly from The AngloPHONEBOOK must mean that it is one of the main reference publications on the Côte d'Azur."



"Since the very first directory was printed it has always proved excellent value for money compared to other types of advertising. I would recommend The AngloPHONEBOOK to any Anglophone business on the Riviera."



"I am very pleased with the quality of the AngloPHONEBOOK. Reaching the English market is very important to us and you provide a qualifield medium to do so. I am committed to keep advertising with you and consider your book as one of our main means of advertising. Thank you for your services."



"I can't imagine running my business without APB advertising."



"Having used the AngloPHONEBOOK when looking for that elusive supplier we are now pleased that we advertised with you as people are finding us through your pages."

ADVERTISING RATES

Pounds Sterling (Excluding VAT)

Full Colour Classified Advertising

Double Page Spread	2800
Right Hand Page (130 x 190mm)	2100
Full Page (130 x 190mm)	1900
Anglo Advice (130 x 190mm) (1st advert)	2200
1/2 Page Vertical (63 x 190mm)	1300
1/2 Page Horizontal (130 x 94mm)	1300
1/4 Page Portrait (63 x 94mm)	1000
1/4 Page Horizontal (130 x 46mm)	1000
1/6 Page (63 x 62mm)	800
1/8 Page (63 x 46mm)	695
1/16 Page (63 x 22mm)	495
Single Listing	Free
Bold Listing	150
A-Z Advertisers Bold Listing	55

Limited Availability

Cover Sponsorship (40 x 23mm)	3600
Spine Sponsorship (60 x 7mm)	3100
Page Sponsorship (300 pages)	12000
Inside Front Cover (142 x 205mm, trim size)	6000
Inside Back Cover (142 x 205mm, trim size)	5500
Outside Back Cover (142 x 205mm, trim size)	10000
Tab Insert (142 x 205mm, trim size)	4500
Map Sponsorship	5000
French Phrases Sponsorship (2 pages x Banner) (130 x 20mm)	1100
A-Z Advertising Sponsorship (8 pages x Banner) (130 x 20mm)	3500
Index Pages Sponsorship (5 pages x Banner) (130 x 20mm)	2000
Headings Guide Pages Sponsorship (5 pages x Banner) (130 x 20mm)	2000
Vocabulary Sponsorship (5 x 1/8 Advert) (63 x 46mm)	1100

Website Home Page Options:

Home Page Banner	1,500
Your logo appears as one of 3 main revolving logos in the centre of the home page of the APB website.	
Home Page Side Mini Banner	1,000
Your logo linking to your website, is featured in a prominent position on the left hand side of the home page.	

Search Engine Only Packages

Heading Sponsorship	1500
This ensures you are always the first to be seen in any search in your heading. Includes a full width logo banner which links directly to your website.	
Gold Package	700
Gold web premium which guarantees you to be among the first 5 in search engine. Package includes gold star to highlight your company and your logo which links to your website. 20 keywords.	
Silver Package	400
Guarantee to be among the first 10 (after the Gold advertisers) when people search in your heading Package includes silver star to highlight your company. 10 keywords.	

Book & Search Engine Packages

Premium Package	2,000
1 full page in The Anglophone Book Gold web package, which guarantees you to be among the first 5 in search engine. Your banner on the web and link to your website 100 word company profile 20 keywords Artwork production free Translation of artwork free	
Medium Package	1,500
½ Page in The Anglophone Book A Silver web package, which guarantees you to be among the first 10 (after the Gold advertisers) when people search in your heading Package includes silver star to highlight your company and your logo which links to your website 10 keywords Artwork production free Translation of artwork free	

Explanation

Additional listing
Name, Address, Tel, Email & Website
Bold listing
As single listing but bold
Internet
Link to Email and Website & Online Advert

Please note

A minimum deposit of 50% must be paid at time of order
No further discounts are available
Classified adverts are normally placed in size & date order on a first come first served basis.

Discounts

10% when payment made in full with order

Contact

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