



# the AngloPHONEBOOK

## MEDIA KIT 2009-2010

### 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 5th 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 10,000 businesses that want to reach the English-speaking community in the South of France.

The 2008/09 edition will run to over 500 pages and more than 60,000 copies will be distributed throughout the Cote D'Azur from March 2009 onwards.

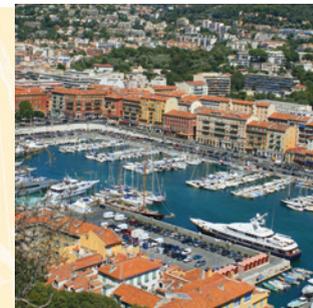
The AngloPHONEBOOK also provides essential information on important aspects such as Insurance, Car Ownership, Banking, Health, Buying and Rental of Property and Education, making it an invaluable guide to life in France.

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

To make sure you reach affluent English-speakers on the Cote D'Azur, call our sales team now on:  
**+33 (0) 48 97 33 28 2.**



# the AngloPHONEBOOK

## DISTRIBUTION & COVERAGE AREA

### 06 - ALPES MARITIMES



## THE ANGLOPHONEBOOK DISTRIBUTION

60,000 free copies delivered throughout the Cote D'Azur

Main Distribution Points:

Nice Airport  
Cannes Airport  
Toulon Airport

Nice Heliport  
Monaco Heliport  
Cannes Heliport  
St Tropez Heliport

Major bus and train stations

All Tourist Offices

Barclays Bank

Other Major Banks

Supermarkets

Anglophone Associations and Clubs

Hotels, Residences and Campings

Estate Agents

English Bookshops and shops

English-Speaking businesses

Embassies and Consulates

Sophia Antipolis International Business Centre

To make sure you reach affluent English-speakers on the Cote D'Azur, call our sales team now on:  
**+33 (0)4 89 73 32 82**

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."



"I am pleased to renew my subscription to The AngloPHONEBOOK; the advert I bought in last year's edition got me in touch with quite a number of customers, most of them of the top range quality, and with high spending abilities."



"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 qualified 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."



# ADVERTISING RATES 2009-2010

(€ EXCLUDING VAT) (HT)

*the*  
**AngloPHONEBOOK**

## FULL COLOUR CLASSIFIED ADVERTISING

DOUBLE PAGE SPREAD	€2800
RIGHT HAND PAGE (130 X 190 MM)	€2100
FULL PAGE (130 X 190 MM)	€1900
ANGLO ADVICE (130 X 190 MM) (1ST ADVERT)	€2200
1/2 PAGE V (63 X 190 MM)	€1300
1/2 PAGE H (130 X 92.5 MM)	€1300
1/3 PAGE (130 X 62 MM)	€1100
1/4 PAGE V (63 X 92.5 MM)	€1000
1/4 PAGE H (130 X 46 MM)	€1000
1/6 PAGE (63 X 62 MM)	€800
1/8 PAGE (63 X 46 MM)	€650
1/16 PAGE (63 X 23 MM)	€450
SINGLE LISTING	FREE
ADDITIONAL LISTING	€25
BOLD LISTING	€150
A-Z ADVERTISERS BOLD LISTING	€55

## LIMITED AVAILABILITY

COVER SPONSORSHIP (40 X 23 MM)	€3600
SPINE SPONSORSHIP (60 X 7 MM)	€3100
PAGE SPONSORSHIP (300 PAGES)	€12000
INSIDE FRONT COVER (148 X 210 MM)	€6000
INSIDE BACK COVER (148 X 210 MM)	€5500
OUTSIDE BACK COVER (148 X 210 MM)	€10000
TAB INSERT (148 X 210 MM)	€4500

## MAP SPONSORSHIP

MAP SPONSORSHIP	€5000
FRENCH PHRASES SPONSORSHIP (2 PAGES X BANNER) (130 X 20 MM)	€1100
A-Z ADVERTISING SPONSORSHIP (8 PAGES X BANNER) (130 X 20 MM)	€3500
INDEX PAGES SPONSORSHIP (5 PAGES X BANNER) (130 X 20 MM)	€2000
HEADINGS GUIDE PAGES SPONSORSHIP (5 PAGES X BANNER) (130 X 20 MM)	€2000
VOCABULARY SPONSORSHIP (5 X 1/8 ADVERT) (63 X 46 MM)	€1100

### EXPLANATION

ADDITIONAL LISTING = NAME, ADDRESS, TEL NO, E-MAIL & WEBSITE (FONT SIZE 6PT)

BOLD LISTING= AS SINGLE LISTING BUT BOLD (FONT SIZE 9 & 7PT)

INTERNET = LINKS TO E-MAIL & WEBSITE + ADVERT ON LINE

### DISCOUNTS

-10% = PAYMENT IN FULL WITH ORDER

### PLEASE NOTE

A MINIMUM DEPOSIT OF 30 % 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.

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