



# DANDY

MEDIA PACK 2025

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

**Print run:** 32,000 copies

**Print subscribers:** 4,500 copies

**Digital paying subscribers:** 356,000 (mainly France, UK, Italy, Japan and Korea, plus a few subscribers in Germany, Switzerland and Belgium; via Cafeyn, ViaPress and ePresse)

## DISTRIBUTION

Delivery to Messagerie Lyonnaise de Presse: 22,500 copies.

Specialised distribution: 4,000 copies: shops, hotels, trade fairs, luxury car dealerships, National Assembly, subscribers



Available in Air France Business and Première lounges, French airports + 30 « bouts de ligne » ("line ends").

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## RATES OF ADVERTISEMENTS

PREFERENTIALS PLACEMENTS					STANDARD SIZES	
<b>2nd Cover</b>	14 500 €	<b>2nd Double page</b>	19 000 €	<b>Double Page</b>	17 000 €	
<b>3rd Cover</b>	13 000 €	<b>Editorial cover</b>	11 500 €	<b>Full Page</b>	9 000 €	
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<b>1st Double page</b>	21 000 €	<b>Verso Face Ouv. Chapitre</b>	9 500 €			
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<b>Issues</b>	/	5%	7%	10%	15%	
<b>Professional discount</b>	15%	15%	15%	15%	15%	
						<b>Special orders :</b> please contact the magazine
						<b>« Tunnel mode » 10 p.</b> Conditions on request

# DANDY

PLANNING / SHEET 2025

CALENDAR OF ISSUES AND THEMATICS

FULLY BILINGUAL FR + UK

DANDY	Deadline	Issues	Advertising
93	15 february	Spring, march 2025	Before 15 february
94	15 may	Summer, june 2025	Before 15 may
95	15 august	Autumn, september 2025	before 15 august
96	15 november	Winter, december 2025	before 15 november

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  
SIMPLE PAGE

## 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

L. 465 x H. 280 mm + with bleeds of 5 mm on the 4 sides

**\*PROFIL COLOR** : FOGRA39

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

## HOW TO SEND FILES

**By COURRIER SERVICE** : (Chronopost, Fed-ex, DHL,...) :

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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