

# The Good Life

La prima rivista ibrida business & lifestyle

## MEDIA KIT 2019



The Good Life is a magazine created by Laurent Blanc, publisher of the monthly IDEAT, the ultimate reference in the design and lifestyle universe in France.

The Good Life is the first magazine hybrid business & lifestyle.

Unlike the traditional male magazines, The Good Life provides a global picture of today's world. It covers every aspect of life: economy, business, sciences, technology, contemporary art, design, architecture, music, travels, fashion, cars and so many other men interests.

Each issue is designed to be kept and re-read for continuous inspiration.

### TARGET

Businessman with a high purchasing power, cultivated, curious, hedonist, innovator and globetrotter.

### DATA FOR EACH ISSUE

250

pages of exclusives contents

80

and more articles and deepening

60

journalists, photographers and illustrators

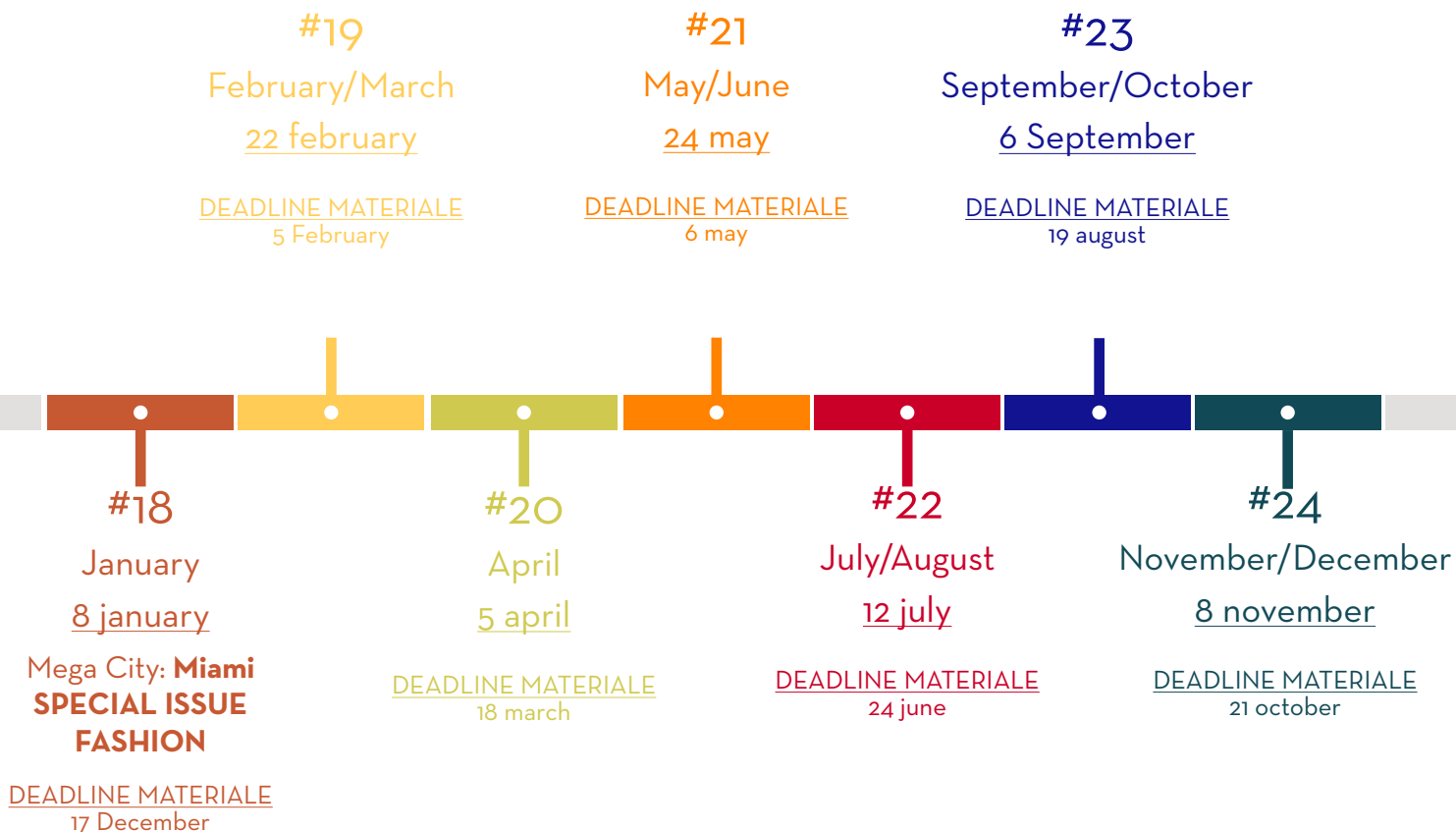
30

news correspondents abroad

6

issues every year

## PLANNING 2019



## ADVERTISING PROFILE

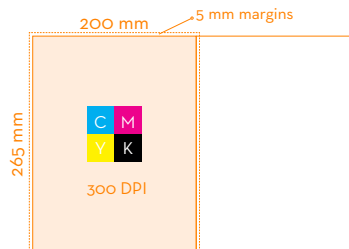
### COVERS

Cover IV  
First DS  
Cover III

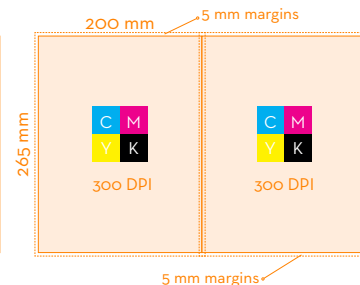
### PREMIUM POSITIONS

Facing contributors  
Facing masthead  
Facing summary  
First 10 right pages  
From 2° to 9° DS

### Single page



### Double spread



## TECHNICAL REQUIREMENTS

**COLOR METHOD:** FOUR COLOR PROCESS (CMYK)

**FILE FORMAT:** PDF 1.6

**RESOLUTION:** 300 DPI

**FILE NAME:** files must include alphanumeric characters (0 to 99/A to Z), with the name of the client, the issue number and in the case of a double page spread, indicate whether the page is right or left.

### DIMENSIONS

**Single page:** 200 x 265 mm + 5 mm margins on each side

**Double spread:** 400 x 265 mm make two distinct files with single pages (see above) + 5 mm margins on each side

**PRINTER MARKS:** crop marks + registration marks (offset 5mm) + color bars + information page

**NOTE:** Pantone colors or special colors only after notification, send color proof, always include the profile color in the file --> **Uncotead Fogra 47L for interiors, Coated Fogra 39 for covers and inserts**

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The Good Life Italia

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# The Good Life

La prima rivista maschile ibrida: business & lifestyle

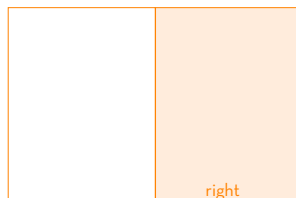
## RATES

### INSIDE

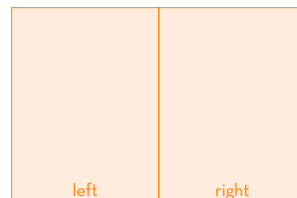
**SINGLE PAGE:** 15 000 €

**DOUBLE SPREAD:** 30 000 €

Single page



Double spread



### COVERS

**OUTSIDE BACK COVER:** 35 000 €

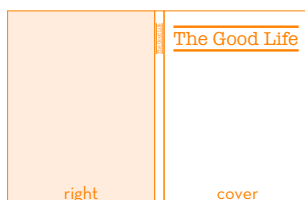
**INSIDE BACK COVER:** 30 000 €

**1st DPS:** 45 000 €

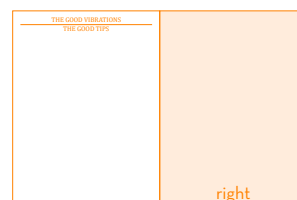
**GATEFOLD 3 PAGES:** 60 000 €

**GATEFOLD 4 PAGES:** 70 000 €

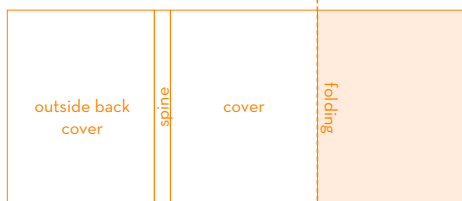
Outside back cover



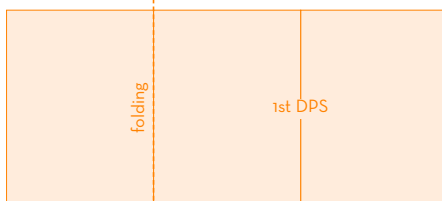
Inside back cover



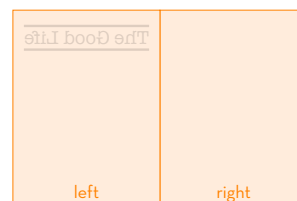
Gatefold 3 pages (outside)



Gatefold 3 pages (inside)



1st DPS



### PREMIUM POSITIONS

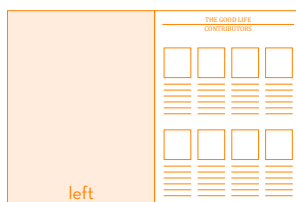
**FACING CONTRIBUTORS:** 25 000 €

**FACING MASTHEAD:** 23 000 €

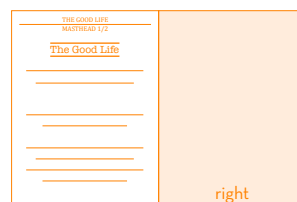
**FACING CONTENTS:** 20 000 €

**FIRST 10 RIGHT PAGES:** 18 000 €

Facing contributors



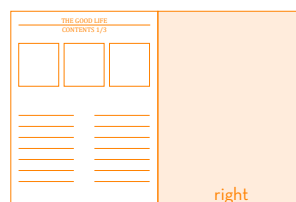
Facing masthead



**DOUBLE SPREAD IN THE FIRST TUNNEL:** 40 000 €

**DOUBLE SPREAD IN THE SECOND TUNNEL:** 35 000 €

Facing contents



⇒ We're at your disposal for a personal offer ⇐

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