

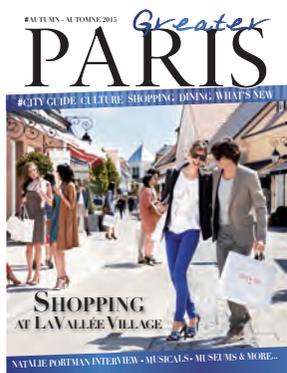
# Greater PARIS

MEDIA KIT 2016



TIRAGE  
**250 000**  
ex/trimestre

- > un guide pratique sur Paris-Ile-de-France
- > qui s'adresse aux visiteurs français et étrangers
- > un magazine gratuit
- > périodicité : trimestrielle, selon les saisons : printemps, été, automne et hiver
- > bilingue anglais/français
- > format : BAG (17,7 cm x 23,3 cm)
- > pagination : 88 pages + 4 pages de couponing détachable
- > cible : parisiens et visiteurs français & étrangers



Interview d'une personnalité : Woody Allen, Scarlett Johansson, Natalie Portmann, Prince...

[INTERVIEW] RENCONTRER

### SCARLETT JOHANSSON

by Lisa Smith



The actress of glances: A woman of character. The vibrant and spirited Scarlett Johansson is all of these things and more. Over her 20-year career she has become one of the most beloved actresses in Hollywood. From indie films to blockbuster franchises, Johansson has become a household name. In our conversation, she shares her thoughts on her career, her collaborations with Woody Allen, and her upcoming projects.

Let's start with your recent work. How do you feel about your collaboration with Woody Allen on 'Marriage Story'?

It was a really interesting experience. Woody is a very professional and collaborative director. He's always been open to my input, and we had a great time working together. It was a challenge, but also a rewarding experience.

What are some of your upcoming projects?

I'm excited about 'The Guinevere Pig' and 'The Last Letter from Your Sister'. I'm also looking forward to working with Woody on 'Marriage Story' again. He's a great director, and I love the challenge of working with him.

How do you balance your acting career with your other interests, like music and fashion?

It's all part of my life. I love acting, but I also love music and fashion. I try to find a balance between all of them. I'm always looking for new ways to express myself and to challenge myself.

What advice do you have for aspiring actresses?

Stay true to yourself. Don't be afraid to take risks. And always be a professional. It's important to be on time, to be prepared, and to be respectful to everyone you work with. The industry can be tough, but if you're a professional, you'll always find a way to succeed.

RENCONTREZ-LES

1. **SCARLETT JOHANSSON** (2012) **LE DÉPART**

2. **SCARLETT JOHANSSON** (2013) **LE DÉPART**

3. **SCARLETT JOHANSSON** (2014) **LE DÉPART**

4. **SCARLETT JOHANSSON** (2015) **LE DÉPART**

5. **SCARLETT JOHANSSON** (2016) **LE DÉPART**

6. **SCARLETT JOHANSSON** (2017) **LE DÉPART**

7. **SCARLETT JOHANSSON** (2018) **LE DÉPART**

8. **SCARLETT JOHANSSON** (2019) **LE DÉPART**

9. **SCARLETT JOHANSSON** (2020) **LE DÉPART**

10. **SCARLETT JOHANSSON** (2021) **LE DÉPART**

[INTERVIEW] RENCONTRER

### NATALIE PORTMAN

THE SONGS OF THE SWAN

by Lisa Smith



At the age of 16, Natalie Portman, who has since become a household name, was already a star. In our conversation, she shares her thoughts on her career, her collaborations with Woody Allen, and her upcoming projects.

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RENCONTREZ-LES

1. **NATALIE PORTMAN** (2001) **LE DÉPART**

2. **NATALIE PORTMAN** (2002) **LE DÉPART**

3. **NATALIE PORTMAN** (2003) **LE DÉPART**

4. **NATALIE PORTMAN** (2004) **LE DÉPART**

5. **NATALIE PORTMAN** (2005) **LE DÉPART**

6. **NATALIE PORTMAN** (2006) **LE DÉPART**

7. **NATALIE PORTMAN** (2007) **LE DÉPART**

8. **NATALIE PORTMAN** (2008) **LE DÉPART**

9. **NATALIE PORTMAN** (2009) **LE DÉPART**

10. **NATALIE PORTMAN** (2010) **LE DÉPART**

Découvrir des lieux insolites, Visiter des sites incontournables, Connaitre un savoir-faire...

[DISCOVER] DÉCOUVRIR

### LA VALLÉE VILLAGE

FIT FOR SHOPHOLICS



La Vallée Village is a unique shopping destination in the heart of Paris. It's a place where you can find everything you need, from fashion to home decor. In our guide, we explore the best shops and services in the village, and provide tips on how to make the most of your visit.

What are the best shops to visit in La Vallée Village?

There are so many great shops to visit! Some of the highlights include the fashion boutiques, the home decor stores, and the specialty shops. It's a really diverse selection of shops, and there's something for everyone.

How do you like the village atmosphere?

I love it! It's a really nice change from the city. The atmosphere is relaxed and friendly. It's a great place to spend a day shopping and enjoying the outdoors.

What advice do you have for visitors?

Make sure to arrive early in the morning. The shops are usually open from 10 AM to 7 PM, so you'll want to get there before the crowds get too big. And don't forget to bring your camera! There are so many beautiful views and photos to be taken.

RENCONTREZ-LES

1. **LA VALLÉE VILLAGE** (2010) **LE DÉPART**

2. **LA VALLÉE VILLAGE** (2011) **LE DÉPART**

3. **LA VALLÉE VILLAGE** (2012) **LE DÉPART**

4. **LA VALLÉE VILLAGE** (2013) **LE DÉPART**

5. **LA VALLÉE VILLAGE** (2014) **LE DÉPART**

6. **LA VALLÉE VILLAGE** (2015) **LE DÉPART**

7. **LA VALLÉE VILLAGE** (2016) **LE DÉPART**

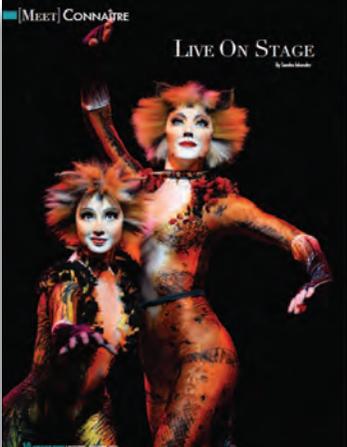
8. **LA VALLÉE VILLAGE** (2017) **LE DÉPART**

9. **LA VALLÉE VILLAGE** (2018) **LE DÉPART**

10. **LA VALLÉE VILLAGE** (2019) **LE DÉPART**

[MEET] CONNAÎTRE

### LIVE ON STAGE



Live on Stage is a unique entertainment experience in Paris. It's a place where you can see some of the best performers in the world. In our guide, we explore the best shows and venues in the city, and provide tips on how to make the most of your visit.

What are the best shows to see in Paris?

There are so many great shows to see! Some of the highlights include the cabaret shows, the musicals, and the variety shows. It's a really diverse selection of shows, and there's something for everyone.

How do you like the live performance atmosphere?

I love it! It's a really nice change from the city. The atmosphere is relaxed and friendly. It's a great place to spend a day watching a show and enjoying the outdoors.

What advice do you have for visitors?

Make sure to arrive early in the morning. The shows are usually open from 10 AM to 7 PM, so you'll want to get there before the crowds get too big. And don't forget to bring your camera! There are so many beautiful views and photos to be taken.

RENCONTREZ-LES

1. **LIVE ON STAGE** (2010) **LE DÉPART**

2. **LIVE ON STAGE** (2011) **LE DÉPART**

3. **LIVE ON STAGE** (2012) **LE DÉPART**

4. **LIVE ON STAGE** (2013) **LE DÉPART**

5. **LIVE ON STAGE** (2014) **LE DÉPART**

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7. **LIVE ON STAGE** (2016) **LE DÉPART**

8. **LIVE ON STAGE** (2017) **LE DÉPART**

9. **LIVE ON STAGE** (2018) **LE DÉPART**

10. **LIVE ON STAGE** (2019) **LE DÉPART**

# Greater PARIS CONTENU RÉDACTIONNEL ORIGINAL

4

Partager nos sorties famille,  
Voir notre agenda culturel,  
Shopping nos adresses  
incontournables, Dining, nos  
coups de cœur

**[FAMILY OUTINGS] PARTAGER**

Here is a selection of fun and educational activities for your children. Great ideas to allow them to relax and enjoy themselves when visiting the capital or its surrounding areas.

**Voici une sélection d'activités ludiques et pédagogiques pour vos enfants. Great ideas pour qu'ils se détendent et se divertissent lors de leur passage dans la capitale ou dans ses environs.**

**Fun on the Beach**  
Paris Plage  
From June 1st to September 1st  
Paris Plage is a beautiful beach area with a playground, a cafe, and a bar. It's a great place for families to enjoy the sun and sand.

**At the Musée de la Ville de Paris**  
From June 1st to September 1st  
The Musée de la Ville de Paris is a great place to learn about the history of Paris. It has a large collection of objects and documents from the city's past.

**Watch! Spectacles**  
Espèce Paris Circus  
From June 1st to September 1st  
Espèce Paris Circus is a family-friendly circus with a variety of acts, including acrobatics, juggling, and clowning.

**[OUR GOURMET SELECTION] DINING**

**BRASSERIE RUIZEN**  
10 Rue de Valenciennes, 75010 Paris  
Brasserie RuiZEN is a modern brasserie with a focus on fresh, seasonal ingredients. The menu is creative and delicious.

**HARD ROCK CAFE**  
10 Rue de Valenciennes, 75010 Paris  
Hard Rock Cafe Paris is a classic American-style diner with a rock and roll theme. It's a great place for a casual meal.

**PARIS PICNIC**  
10 Rue de Valenciennes, 75010 Paris  
Paris Picnic is a picnic-themed cafe with a menu of sandwiches, salads, and pastries. It's a great place for a picnic on the go.

**CAFE KOSMICHOFF**  
10 Rue de Valenciennes, 75010 Paris  
Cafe Kosmichoff is a cafe with a focus on organic and locally sourced ingredients. It's a great place for a healthy meal.

**[TO SEE] VOIR**

**WHAT IS THERE TO DO IN PARIS FROM SEPTEMBER THROUGH TO NOVEMBER?**

**QUE FAIRE A PARIS... DE SEPTEMBRE A NOVEMBRE ?**

**HAPPY BIRTHDAY**  
Celebrate your birthday in Paris with a special meal at one of the city's many restaurants. Many restaurants offer special birthday menus.

**SPLENDOR AND POVERTY**  
Experience the contrast between the rich and the poor in Paris. Visit the Louvre Museum and the Gare du Nord, two iconic landmarks of the city.

**[SHOPPING] SOUVENIRS FROM PARIS**

Greater Paris has selected gift ideas and novelty items guaranteed to surprise and delight... Greater Paris a sélection des idées de cadeaux à rapporter de la capitale.

1. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris  
2. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris  
3. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris  
4. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris  
5. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris  
6. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris  
7. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris  
8. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris  
9. Bouquet "Paris Photo" - Les Parapluies, 10 Rue de Valenciennes, 75010 Paris

La rubrique **Guide**, par  
arrondissement et département,  
les lieux à découvrir...

**[The Guide]**

**RENDEZ-VOUS AVEC UN VAMPIRE**

Le guide de la ville de Paris, par arrondissement et département, les lieux à découvrir...

**A DATE WITH A VAMPIRE**

Le guide de la ville de Paris, par arrondissement et département, les lieux à découvrir...

**CHAGALL IN SOUND AND MUSIC**

Le guide de la ville de Paris, par arrondissement et département, les lieux à découvrir...

**CHAGALL EN MUSIQUE**

Le guide de la ville de Paris, par arrondissement et département, les lieux à découvrir...

Aéroports



Lieux touristiques



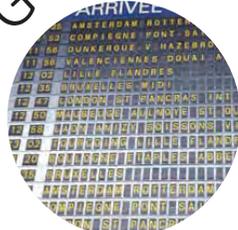
Offices de tourisme



Big Bus Tours



Gares



Hôtels



Entreprises



Open Tour



Thalys



Cars Air France



Bateaux Mouches



PLUS DE  
**2 250**  
points

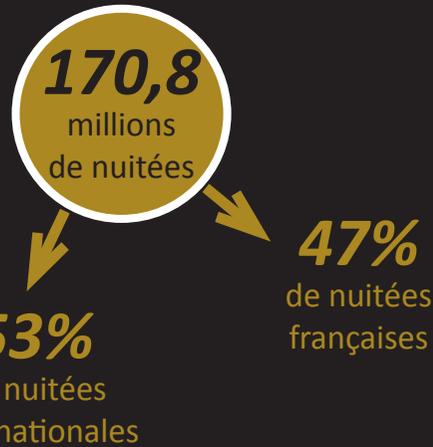
# LES CHIFFRES DU TOURISME PARIS ILE-DE-FRANCE

6

Paris Ile de France

1<sup>ère</sup>

destination touristique internationale



POSITION	PRIX
1 <sup>ère</sup> de couverture	26 000 € HT
2 <sup>ème</sup> de couverture	20 000 € HT
3 <sup>ème</sup> de couverture	18 000 € HT
4 <sup>ème</sup> de couverture	24 000 € HT
Double page	30 000 € HT
Pleine page	15 000 € HT
Demi-page horizontale	9 000 € HT
Tiers de page (rubrique Guide)	7 000 € HT
Coupon	1 000 € HT
encart Dining	800 € HT

## NOS PARTENAIRES ANNONCEURS

### Shopping

Aéroports de Paris  
Aéroville  
BHV Marais  
Galeries Lafayette  
La Vallée Village  
One Nation Paris  
Passage du Havre

### Restaurants

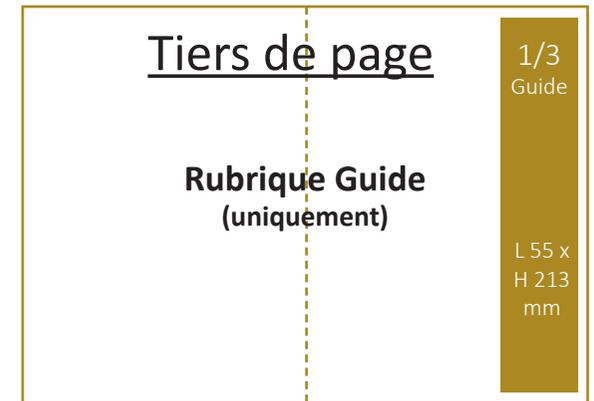
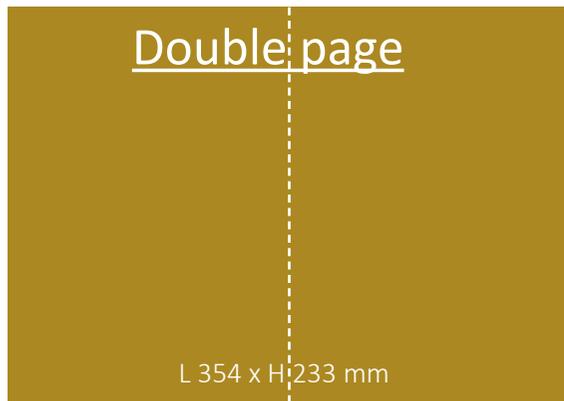
Hard Rock Café  
Jaipur Café  
Léon de Bruxelles

### Excursionnistes

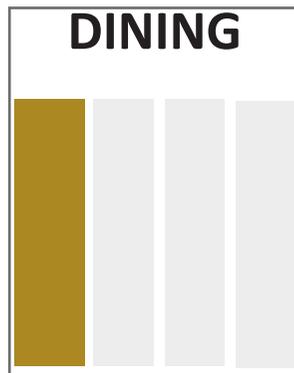
Another Paris  
Bateaux parisiens  
Bateaux Mouches  
Batobus  
Batostar  
Big Bus Paris  
Canauxrama  
Discover Walks  
Foxity  
France Tourisme  
L'Open Tour  
RATP  
Vedettes de Paris  
Vedettes du Pont Neuf

### Culture/Loisirs

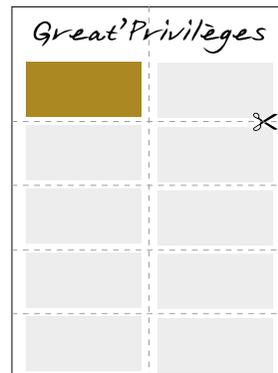
Alexis Gruss  
Centre des Monuments Nationaux  
Cité de la céramique- Sèvres  
Château de Versailles  
Crazy Horse  
Disneyland Paris  
Espace Dalí  
Fondation du Domaine de Chantilly  
French Arrogance Production  
Gamescape  
Grévin  
Lido  
Manoir de Paris  
Montparnasse 56  
Moulin Rouge  
Musée de l'Armée-Invalides  
Musée de la Chasse et de la nature  
Musée des Arts asiatiques-Guimet  
Musée du Quai Branly  
Musée Roland Garros  
Office de tourisme de Chantilly  
Parc Astérix  
Pinacothèque de Paris  
Philharmonie de Paris  
Reed Expositions  
Stage Entertainment  
Théâtre in Paris



Encart Dining



Coupon



## BOUCLAGE 2015/2016

EDITION	DEADLINES	PARUTION
PRINTEMPS	15 JANVIER 2016	1 <sup>ER</sup> MARS 2016
ÉTÉ	14 AVRIL 2016	1 <sup>ER</sup> JUIN 2016
AUTOMNE	12 JUILLET 2016	1 <sup>ER</sup> SEPTEMBRE 2016
HIVER	17 OCTOBRE 2016	1 <sup>ER</sup> DÉCEMBRE 2016

**FRANCE BROCHURE SYSTEM (FBS)**, fondée en 1989, est une filiale du groupe Morris Visitors Publications (MVP).

MVP est la division de Morris Communications qui regroupe tous les supports à destination des touristes (guides, plans de ville, magazines...). FBS est leader dans l'information touristique et culturelle sur Paris-Ile-de-France.

## CONSEIL À DESTINATION D'UNE CIBLE TOURISTIQUE

- > En amont : conception de votre campagne
- > En aval : rapport de campagne détaillé (photos contrôles, alerte de stocks...)

## DIVERSITÉ DES RÉSEAUX : PARIS-ÎLE-DE-FRANCE ET OISE

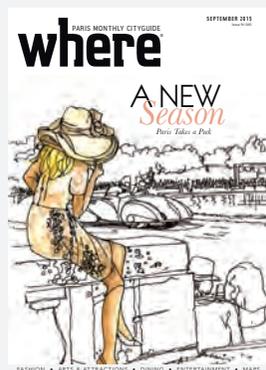
- |                                |                     |
|--------------------------------|---------------------|
| > Paris intramuros : 4 réseaux | > Réseau Etudiants  |
| > Réseau interactif            | > Réseau Auchan     |
| > Petite et Grande Couronne    | > Réseaux Affichage |
| > Réseaux Croisière et Shuttle | > Réseau Entreprise |
| > Réseaux Visites Passion      | > Réseau Oise       |

## UNE SOLUTION LIVRÉE CLÉ EN MAIN

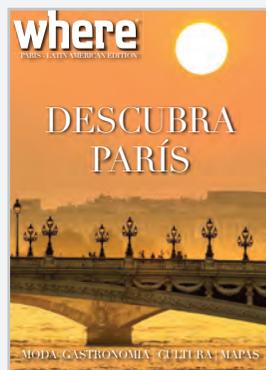
- > Création
- > Impression
- > Stockage
- > Diffusion
- > Routage...



## MAGAZINES



**ANGLAIS**  
Mensuel  
Tirage : 51 000 ex/mois



**LATIN AMERICA**  
Annuel  
Tirage : 20 000 ex/an



**RUSSE**  
Annuel  
Tirage : 20 000 ex/an



**CHINOIS**  
Biannuel  
Tirage : 25 000 ex/édition

## PLANS DE PARIS



**ANGLAIS**  
Annuel  
Tirage : 2,5 millions ex/an



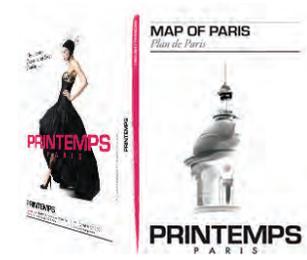
**CHINOIS**  
Annuel  
Tirage : 50 000 ex/an



**JAPONAIS**  
Annuel  
Tirage : 100 000 ex/an



**POPOUT CHINOIS**  
Annuel  
Tirage : 5 000 ex/an



**REGIE PRINTEMPS**  
Annuel  
Tirage : 1,5 millions ex/an

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