

# **Petit club Madame offers**



4 offers - 4 objectives

100% orchestrated by Madame Figaro team during 2 weeks

### ATTENTION OFFER

Recruit new consumers and increase the data base through an original brand experience with Madame readers proposing a contest to win a special attention. (Product, at home or HQ brand experience...)

300k people touched &  
9 000 average registrations  
15% optins collected  
30 000 contacts  
**Timing:** 1 month

### EXCLUSIVE OFFER

Create drive to store or drive to e-store through highly influential women consumers from Madame readers with an exclusive offer (Promotion code, discount, gift, VIP invit...)

300k people touched  
30 000 contacts  
**Timing:** 1 month

### INVITATION OFFER

A special and unique experience in your own store to increase your data base and recruit new consumers with a total brand experience.

Madame team will select 30 guests.

+ 300k people touched  
+ 15% optins collected  
30 000 contacts  
**Timing:** 1 month

### EXPERIENCE OFFER

A total brand product experience to be tested by Madame Figaro highly selected community (50 people) in order to collect qualified quotes for the brand.

+ 300k people touched  
50 selected testers  
30 000 contacts  
**Timing:** 1 month

# Le petit club Madame

## Offers mechanism

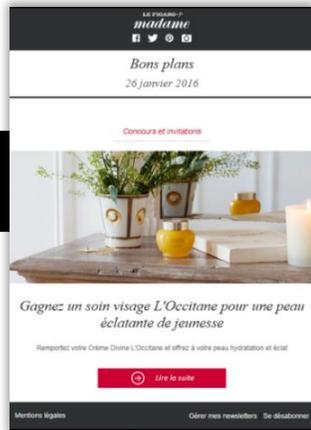
# THE DEDICATED PAGE

Description + Questionnaire + Opt-In form

### NEWSLETTERS



Daily Newsletter  
(170 000@)



Dedicated Newsletter  
(100 000@)

Emailing sent to 30k targeted address

### EDITORIAL HIGHLIGHTS



Placed on top of the blocks  
«en ce moment»

Home page (read 25 000 times per day): static the first day then in rotation for a week  
In the articles: rotation with the other partners in the affinity sections  
Featured in thematic Home page  
On Madame Figaro app

### SOCIAL



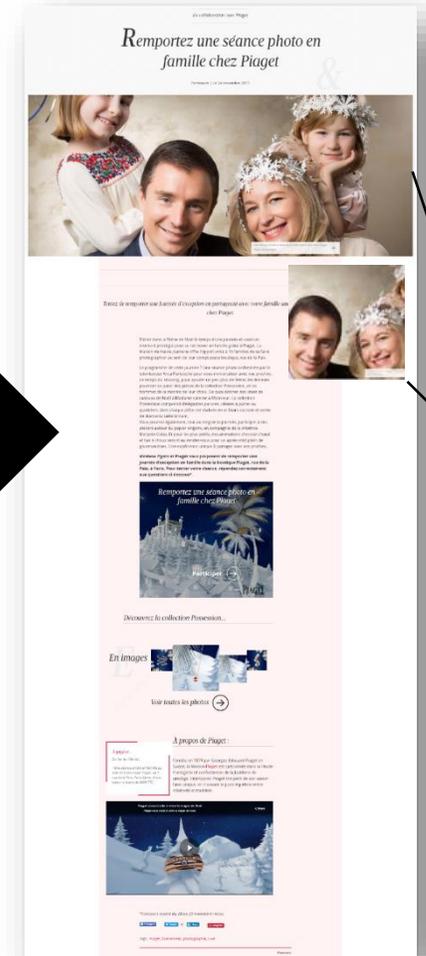
Pushed via social media  
1 facebook push (600k fans)  
1 push Twitter (1M followers)  
1 story instagram (184k subscribers)

### DATA CO-BRANDED BANNERS



Co-branded formats in general rotation  
Paris region on lefigaro.fr/madame

3 linked formats  
> Full banner premium (1000x260)  
> Half page (300x600)  
> MPU (300x250)



Advertiser website

1500 characters max