

L'ART DE VIVRE DU FIGARO

F



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F, L'ART DE VIVRE DU FIGARO

# EMOTION INFORMATION PLEASURE

F MISSION IS TO **CAPTURE THE SPIRIT OF THE TIMES** BY OFFERING THE READER  
A **TOTAL IMMERSION IN A DIFFERENT UNIVERSE** WITH EACH ISSUE.

A STRONG EDITORIAL FORMAT TO FAVOUR THE LONG TERM AND RESPOND  
TO **THE NEW ASPIRATIONS OF READERS**, GIVE MEANING & BE RECONCILED  
WITH THE WORLD AROUND US.

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## AN INCARNATED MAGAZINE



**MARIE NOËLLE DEMAY**  
EDITOR-IN-CHIEF OF THE MAGAZINE  
UNDER THE DIRECTION OF  
**ANNE-SOPHIE VON CLAER**



A TEAM COMPOSED OF **PHILIPPE GRUSON**, CREATIVE DIRECTOR  
AND **ÉLODIE BAËRD** ASSOCIATE EDITOR.

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A MAGAZINE  
**BUILT** AROUND THREE  
**KEY FEATURES**

A **LARGE FORMAT** MAGAZINE STRUCTURED IN **3 MAIN PARTS** TO DISCOVER IN DEPTH A UNIVERSE AND BE SURPRISED ON EACH PAGE BY THE TOPICS CHOSEN BY OUR JOURNALISTS, THE AUDACITY OF THE POINTS OF VIEW & BE IN TUNE WITH THE ERA.

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1

**Ipsos Facto.**

DISCOVER



2

**Italiques.**

SLOW DOWN



3

**Carpe diem.**

DREAM



**F**

# Ipsos Facto.

## THE AIR OF TIME DECYPHERED BY THE EDITORIAL TEAM

DISCOVER - LEARN & CONSUME:  
EVERY MONTH, THE JOURNALISTS OF F HIGHLIGHT THE LATEST  
TRENDS & TALENTS THAT SIGN TODAY'S ART OF LIVING.

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**Italiques.**

TAKE **TIME**  
TO **SLOW DOWN** WITH  
**INSPIRING** TOPICS

INTERVIEW - PORTFOLIO - PHOTO SERIES - COVER STORY...  
EVERY MONTH, F'S MISSION IS TO **EXALT THE PLEASURE OF  
READING** BY SHARING THE PASSIONS AND DESIRES OF THE  
PERSONALITIES WHO MAKE UP THE ART OF LIVING.

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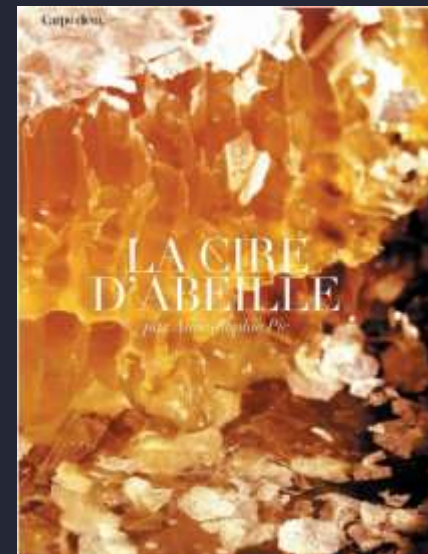
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Carpe diem.

SOURCE OF ESCAPE  
& INSPIRATION  
FOR HER & FOR HIM

CARPE DIEM IS AN INVITATION TO PLEASURE.  
EACH MONTH F AWAKENS THE SENSITIVITY OF OUR  
PERCEPTIONS & AROUSES DESIRE AMONG READERS  
AROUND TRAVEL, GASTRONOMY, DESIGN ...

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# F NEXT MEETINGS IN 2020

EACH ISSUE OF F IS DEDICATED TO **THE DISCOVERY OF A UNIVERSE**, WITH THE MISSION **OF RECONCILING US WITH THE BEST PART OF OURSELVES.**

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**326K**

COPIES  
PER ISSUE

**F**

**813K**

PREMIUM  
READERS

**8 ISSUES PER YEAR**

DISTRIBUTED WITH THE FIGARO DAILY.

22 SEPTEMBER

FASHION / DESIGN UNIVERSE

20 OCTOBER

MEN'S / WATCHMAKING UNIVERSE

24 NOVEMBER

PARTY / JEWELLERY UNIVERSE

01 DECEMBER

CHAMPAGNE SPECIAL ISSUE

**F**