

MEDIA PACK 2009



QUALITY CONTENT, READERS THAT MATTER

UNIQUE: The only lifestyle magazine dedicated to the Luberon and Les Alpilles regions of Provence

SUCCESSFUL: BSL is the fastest growing magazine in the Luberon and Les Alpilles

AWARD WINNING: BSL is written by award winning writers, it is a magazine that will be retained long after others have been discarded.

TARGETED: BSL is the best way of reaching the high net worth readers that matter.

COMPETITIVE: BSL advertising rates are among the most competitive on the market.

LOCAL: BSL is published annually on 1st June by English author Jamie Ivey who lives in the Luberon



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ADVERTISING THAT WORKS:

“Congratulations with your new born ! It looks really good and I'm very pleased with the advert. This is certainly a good thing for the Luberon and its international population.”

Rudi Janssen, Janssens Immobilier, Bonnieux

“At Domaine de La Brillane we were delighted with the response we received from our advert in Blue Sky Living. The vineyard saw a noticeable increase in trade over the summer and we were pleased we decided to tie in the Brillane brand with such a high quality magazine.”

Rupert Birch, vigneron, Aix en Provence

“I have lived here for forty years and yours is the first magazine that hits the spot. I'm sure it will go on to great things and I am sure you will be inundated with people wanting to be part of issue 2.”

Elayne Murphy, Riviera Home Finders International



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Print run - 15,000 copies

BSL targets affluent readers who are either residents of the Luberon and Les Alpilles, second home owners in the region or holiday makers in the region.

Distributed: 1 June - 15 Sept.

Luxury Hotels and Villas - 3,500 copies

BSL is distributed in the reception or in the rooms of every luxury hotel in the Luberon, Les Alpilles and Aix en Provence. BSL is also distributed to over 20 *** hotels in the region (see Appendix 1 for a full list). BSL is partnering with the region's leading luxury villa rental companies to ensure that BSL is available in the region's most exclusive properties.

Golf clubs - 2,000 copies

2008 distribution: Pont Royal, Les Baux, Servenes, Provence Golf and Country Club. In 2009 BSL golf club distribution will expand to cover courses in Manosque, Avignon and Aix.

Airports - 2,500 copies

BSL is distributed in the car hire outlets in Avignon and Marseille airport

Vineyards - 1,000 copies

BSL will be distributed in the region's best vineyards or their outlet shops

Distributors - 4,000 copies

A network of magazine distributors located outside selected estate agents and high quality shops throughout the Luberon and Les Alpilles, including at the Cadarache site.

Subscriptions and overseas complimentary copies, including French property fairs in London - 1,000 copies

Advertiser copies for distribution: 1,000 copies

ONLINE - Accessed over 2,000 times a month www.blueskylivingmag.com.



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Blue Sky Living is proud of its content. The amount of space available to advertisers is strictly limited.

TO ORDER AN ADVERT, PLEASE COMPLETE THE FOLLOWING FORM AND SEND TO:

Jamie Ivey, Blue Sky Living, Roucassol, Quartier des Guilles, 84160, Lourmarin
Tel: 00 33 (0) 4 90 68 16 53, Mobile 00 33 (0) 6 98 06 68 99

NAME:

ADDRESS:

TELEPHONE:

EMAIL:

Size/Location	Price € (ttc net de tva)	Tick box
BACK COVER	2500	
INSIDE FRONT/INSIDE	1750	
PAGE	1100	
½ PAGE	550	
¼ PAGE	275	
1/8 PAGE	140	

SIGNED:

All adverts must be submitted by Friday 17 April 2009. An additional charge of 10% will be payable if Blue Sky Living designers are required to format the advert.

Appendix 1 - Hotel distribution

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<p>Luberon</p> <p>Bastide de Capelonge, Bonnieux Le Moulin de Lourmarin, Lourmarin La Fenière, Lourmarin Domaine des Andéols, Saint Saturnin Bastide de Gordes, Gordes Hôtel Les Bories, Gordes Domaine L'Enclos, Gordes Le Mas des Herbes Blanche, Joucas Le Phebus, Joucas Hôtel Domaine de La Mairie, Menerbes Le Roy Soleil, Menerbes</p> <p>Les Alpilles</p> <p>L'Oustau de Baumanière, Les Baux Le Cabre D'Or, Les Baux Le Hameau des Baux, Mausanne Château des Alpilles, Saint Remy Hôtel Les Atelier des Images, Saint Remy Hôtellerie Vallon des Valrugues, StRemy Domaine de Valmouriane, Saint Remy</p> <p>Aix</p> <p>Le Mas d'Entremont Chateau La Pioline Grand Hôtel du Roi René Villa Gallici, Le Pignonnet.</p>	<p>Luberon</p> <p>Bastide de Lourmarin L'Auberge d'Aiguebrun, Buoux Les Terrasses du Luberon, Bonnieux Le Gordos, Gordes Les Romarins, Gordes Le Mas de La Senacole, Gordes Mas de La Curebourse, L'Isle sur La Sorgue Le Mas de Grès, Lagnes</p> <p>Les Alpilles</p> <p>La Maison du Village, Saint Remy Mas de Le Carassins, Saint Remy Le Mas D'Aigret, Les Baux Mas l'Oulive, Les Baux Hôtel le Pre de Baux, Maussanne Le Val Baussenc, Maussanne Les Alpilles Hotel Castillon Les Baux, Mausanne Best Western Aurelia, Mausanne Hostellerie Servanes, Mouries</p>

BLUESKY LIVING

Editorial Calendar 2009

Features:

Wild Boar Hunting - Blue Sky Living editor Jamie Ivey heads into the Luberon Hills but as well as wild boar he discovers trigger-happy Marseillaise happy to shoot at anything that moves, including journalists.

Topical regional news story. To be decided nearer publication date, for example - Just why is Pierre Cardin trying to buy up the small Provencal village of Lacoste?

Wedding special - After Mama Mia, getting married abroad is back in vogue. Blue Sky Living talks to two brides about their Provencal weddings and interviews Judy Craymer, the producer of Mama Mia (tbc), about the delights of overseas weddings.

Question and Answer: One of the stars of the region speaks to BSL (2008: Peter Mayle)

Food and Drink:

Restaurant reviews - Our critics eat at two of the region's best new restaurants

Recipes - Blue Sky Living chef Philippe Sublet shares his latest Provencal creations.

Wine - It's a millionaire's dream, but just how much money do you really need to have to run your own vineyard.

Book Extract:

Rosé en Marché - Ever wondered what it was like to work in a Provencal market? Author Jamie Ivey shares his favourite chapter from his latest book.

Regulars:

News - a roundup of regional news stories, **Gardening** - latest trends in garden design, **Column** - The English Mother/La Maman Anglaise, **Events** - A listing of all the summer's main festivals