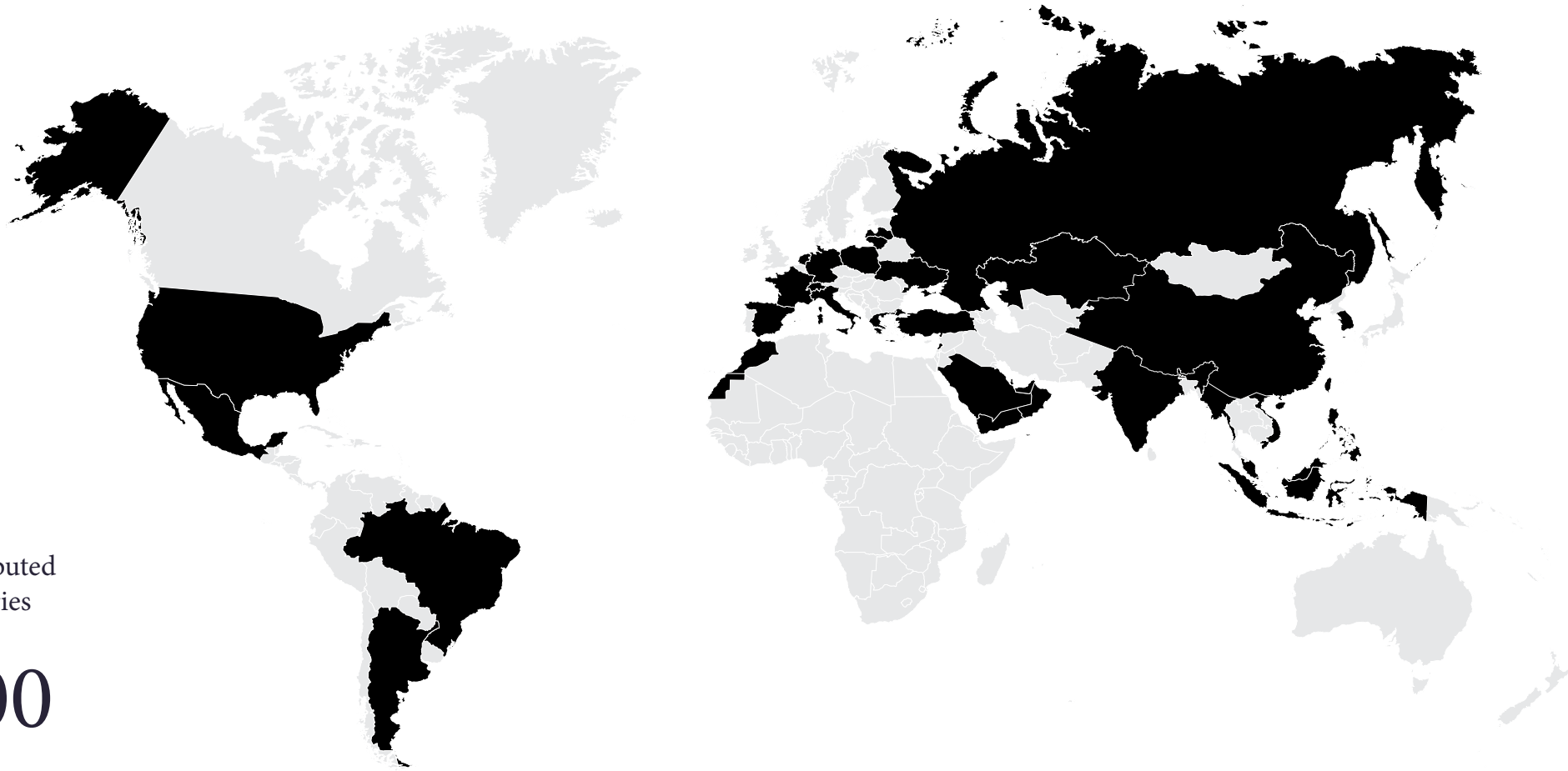
L'OFFICIEL

International

JMG Print and digital figures



56

Titles distributed
in 31 countries

1 300

People
collaborating

2 M

Printed magazines
every month in
17 languages

7.8 M

Readers
UV 2,5 M
PV 7 M

500 K

Fashion archives
since 1921

FRANCE - ITALY - SWITZERLAND - THE NETHERLANDS - BRAZIL - USA
CHINA - GERMANY - INDIA - INDONESIA - KAZAKHSTAN - LATVIA - LEBANON
LITHUANIA - MALAYSIA - MANILA - MEXICO - MIDDLE EAST - MOROCCO
POLAND - RUSSIA - SINGAPORE - SOUTH KOREA - SPAIN - ST BARTH
SWITZERLAND - THAILAND - TURKEY - UKRAINE - VIETNAM - ARGENTINA

L'Officiel global contributors

L'OFFICIEL

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Editor in Chief of L'Officiel USA

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Ambassador of L'Officiel Thailand

Nicolette Goldsmann
Editor in Chief of L'Officiel Netherlands

Monica Mong
Editor in Chief of L'Officiel Malaysia

300 influencers & brand ambassadors

38 editors in chief

408 journalists & contributors

FRANCE

In 2017, *L'Officiel Hommes Paris* celebrated its 40th anniversary. On this unique occasion, *L'Officiel Hommes* made a fresh start in order to become the reference brand of high-end men's lifestyle, by modifying its editorial rhythm and ecosystem: 8 exceptional issues per year, including 2 special issues, true fashion "bibles", published in October and March as *L'Officiel Hommes* +, and the launch of the new digital platform lofficiel.com.
Bilingual and bi-annual, *L'Officiel Hommes* + is a true style bibles dedicated to men's fashion, the news, the actors of this everchanging universe, *L'Officiel Hommes* + will broadcast everything men need to know about fashion seasons, in October and March, on 250+ pages.

Circulation : 70 000
Pagination : 200-250 pages
Periodicity : 8 issues per year
Language : french
Website : lofficiel.com
UV : 300 K / monthly
PV : 900 K / monthly
Instagram : 35,7 K
Twitter : 39,3 K

Other titles : L'Officiel, Jalouse, L'Officiel Art, L'Officiel Voyage, La Revue des Montres, L'Officiel 1000 Modèles, L'Officiel 1000 Modèles Design, L'Officiel Shopping .

BRAZIL

Following the successful re-launch of L'Officiel Brazil in joint venture with Escala, in October 2013 L'Officiel Hommes also entered the Brazilian market, with a bi-annual magazine that collects all the international news in men's fashion world, thus becoming a true fashion and trends guide for men.

Circulation : 40 000
Copies pagination : 220-260 pages
Periodicity : 2 issues per year
Language : portuguese
Website : revistalofficiel.com.brww
UV : 420K
PV : 941 K
Social : 10,8 K

Other titles : L'Officiel.

GERMANY

Four times a year, L'Officiel Hommes Germany provides information for ambitious men at the highest level. The most important trends in fashion, beauty and culture are presented in generous photo spreads, in-depth interviews and sophisticated novelties.

Circulation : 40 000 copies
Pagination : 210-230 pages
Periodicity : 4 issues per year
Language : german
Website : lofficiel.de
UV : 4,1 K
PV : 12 K
Social : 2,5 K

Other titles : L'Officiel.

CHINA

L'Officiel Hommes China has revealed as a true success since its first issue. Dedicated to the « new » Chinese men, it presents the latest news on fashion, art and lifestyle. The reader of L'Officiel Hommes China has good economic strength and educational background and is interested in the entertainment of international class luxuries.

Circulation : 200 000
Copies pagination : 280-330 pages
Periodicity : 12 issues per year
Language : chinese
Website : lofficiel.cn
UV : 300 K
PV : 500 K
Social : 1,5 M

Other titles : L'Officiel.

ITALY

Launched in 2009 by Les Éditions Jalou, L'Officiel Hommes Italy is the first international male fashion magazine in the second country of fashion. Thanks to its creative team, it introduces to its readers a brand new vision of men's fashion, presenting major and latest luxury trends in style, photography, design,
contemporary art and music.

Circulation : 44 000 copies
Pagination : 310-340 pages
Periodicity : 2 issues per year
Language : italian
Website : lofficielitalia.com
UV : 125 K
PV: 302 K
Social : 34,5 K

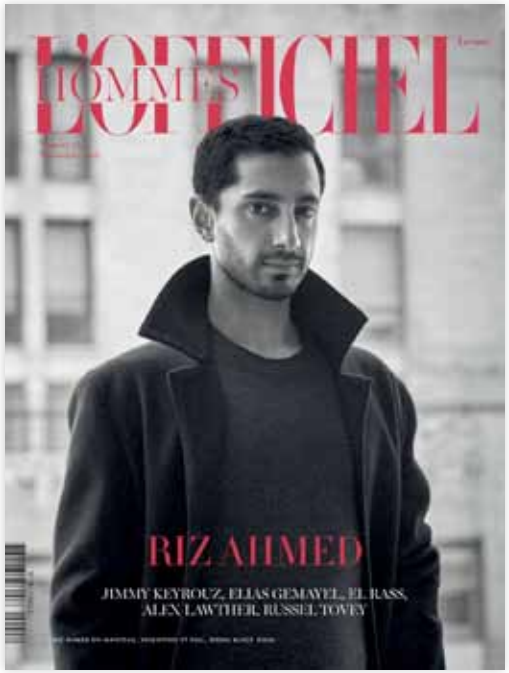
Other titles : L'Officiel, L'Officiel Art.

KAZAKHSTAN

After the success of L'Officiel Kazakhstan in collaboration with First Media group, L'Officiel Kazakhstan Hommes was launched in 2015. The road to success is undertaken with a clear vision and a passionate team: Beibit Alibekov as editor in chief and Aynura Kaldyulova as a special project editor.

Circulation : 10 000 copies
Pagination : 180-240 pages
Periodicity : 2 issues per year
Language : russian
Website : hommes.kz
Social : 24 K

Other titles : L'Officiel, L'Officiel Art.



LEBANON

L'Officiel Hommes Levant is all about fashion. Published three times a year, it features information about the latest trends as well as other subjects such as the arts, movies and sports.

Circulation : 16 000 copies
Pagination : 230-260 pages
Periodicity : 3 issues per year
Language : french
Website: June 2018

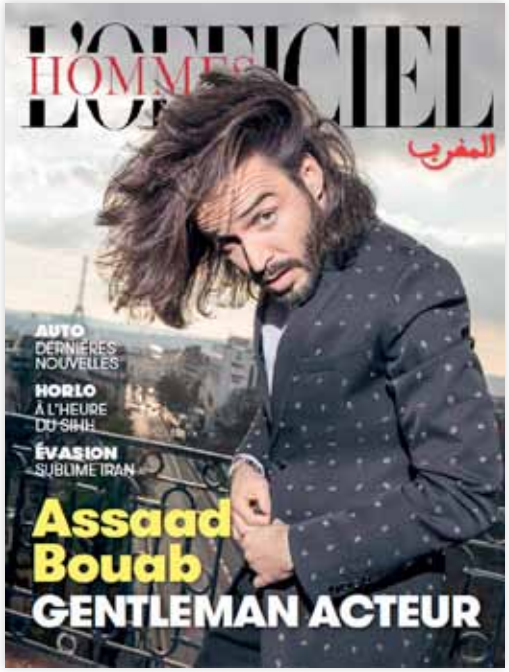
Other titles : L'Officiel.

MIDDLE EAST

L'Officiel Hommes was launched on this challenging market in October 2013. By having two editions in two different languages, L'Officiel Hommes Middle East has the best of both worlds as it reaches the Arab men, as well as the non-Arabic speaking readership living in the region. In 2018 JMG decides to take over the brand and invest directly in the region, launching the website first and newly thought magazines.

Circulation : 32 500 copies
Pagination : 180-240 pages
Periodicity : 2 issues per year
Language : english and arab
Website: April 2018

Other titles : L'Officiel, L'Officiel Art.



MOROCCO

An elegant French language publication, L'Officiel Hommes Morocco is a quarterly magazine for men dedicated to fashion and lifestyle. It has become the local French language reference, highlighting Moroccan and international trends.

Circulation : 10 000 copies
Pagination : 160-220 pages
Periodicity : 4 issues per year
Language : french
Social : 3 K
Website: April 2018

Other titles : L'Officiel, L'Officiel Caftan.

POLAND

After launching L'Officiel in Poland, the first issue of L'Officiel Hommes will hit the kiosks in March 2018 in this eclectic and fashion oriented market.

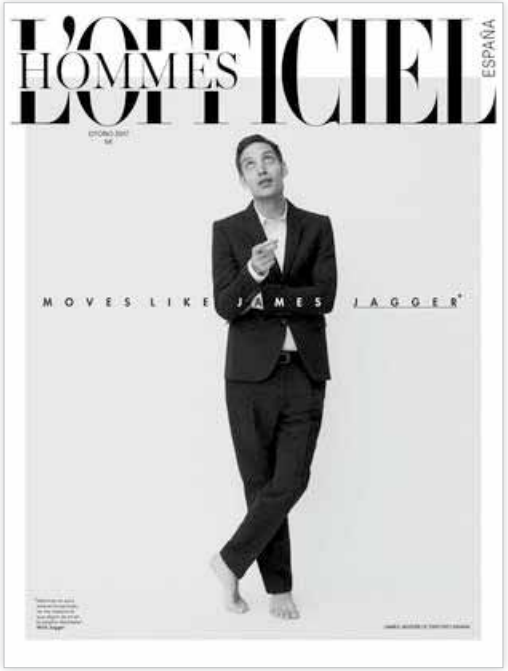
Circulation : 20 000 copies
Pagination : 180-240 pages
Periodicity : 2 issues per year
Language : polish

Other titles: L'Officiel.

SOUTH KOREA

L'Officiel Hommes Korea, launched in 2011, has immediately imposed itself on the Korean market, becoming the international style and fashion magazine for Korean men. The magazines is published twice a year, with 2 special signature issues in March and September as luxury lifestyle books.

Circulation : 60 000 copies
Pagination : 230-260 pages
Periodicity : 2 issues per year
Language : korean
Website : lofficielhommes.co.kr
Social: 123 K

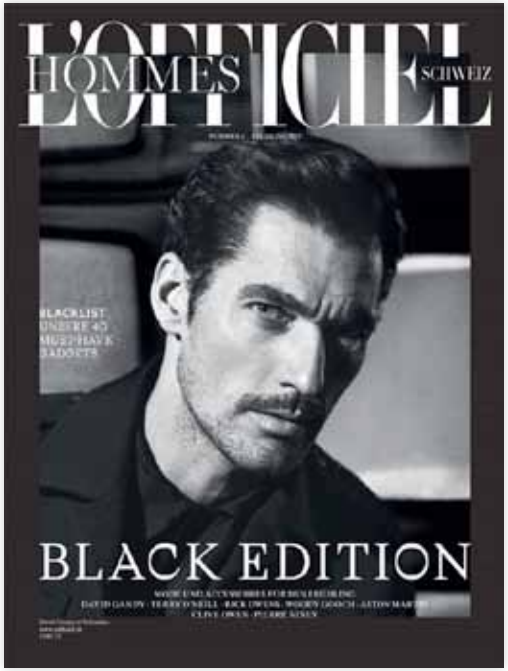


SPAIN

Sophistication and boldness are the key words of this quarterly lifestyle magazine entirely dedicated to men, their interests, their univers.
A sharp and edgy editorial line have made of L'Officiel Hommes Spain a reference in the market.

Circulation : 65 000 copies
Pagination : 250-300 pages
Periodicity : 4 issues per year
Language : spanish
Website : lofficielhommes.es
Social: 5 K

Other titles : L'Officiel, L'Officiel Voyage, L'Officiel Art



SWITZERLAND

The latest in men's fashion, the most exciting trends and movements in the world of art, personal portraits of extraordinary contemporaries, outstanding reports and much more make of L'Officiel Hommes an essential point of reference for all issues that are an interest to men. Published twice a year, L'Officiel Hommes allows to follow all the trends of men fashion seasons.

Circulation : 20 000 copies
Pagination : 180-220 pages
Periodicity : 2 issues per year
Language : french and german
Website : lofficiel.ch
UV : 10 K
PV : 40 K

Other titles : L'Officiel, L'Officiel Art.

THAILAND

L'Officiel Hommes Thailand will become a monthly appointment for those men with thirst of international trends, fashion and lifestyle in this fastly groing market.
With 12 issues per year, there will be 4 important special collector issues, with oversize format in March, June, September and December.

Circulation : 156 000 copies
Pagination : 220-340 pages
Periodicity : 12 issues per year
Language : thai
Website : hommesthailand.com/
Social : 31 K

Other titles : L'Officiel.

THE NETHERLANDS

L'Officiel Hommes NL is the bi-annual full lifestyle bible for Dutch demanding and international minded men.
More thank 400 pages dedicated to fashion, tailoring, deign, travel, arts, automotives and much more, constantly inextricably linked to the global lifestyle platform and social channels.

Circulation : 35 000 copies
Pagination : 400+ pages
Periodicity : 2 issues per year
Language : dutch
Website : lofficiel.nl
UV: 50 K
PV: 130 K
Social : 5 K

TURKEY

Already five years since L'Officiel Hommes Turkey writes fashion history with the creativity and ambition to be an inspiring magazine for modern, urban and international men.
A quarterly magazine dedicated to men's fashion and lifestyle.

Circulation : 15 000 copies
Pagination : 220-340 pages
Periodicity : 4 issues per year
Language : turkish
Website : lofficiel.com.tr
UV : 432 K
PV : 1,3 M
Social: 10 K

Other titles : L'Officiel Hommes

UKRAINE

L'Officiel Hommes Ukraine was launched to strengthen the brand L'Officiel in the market.
Its success made it a quarterly title, that decrypts all fashion and style trends for demanding ukrainian men.

Circulation : 25 000 copies
Pagination : 180-240 pages
Periodicity : 4 issues per year
Language : russian
Website : officiel-online.com
Social : 3,5 K

Other titles : L'Officiel.

USA

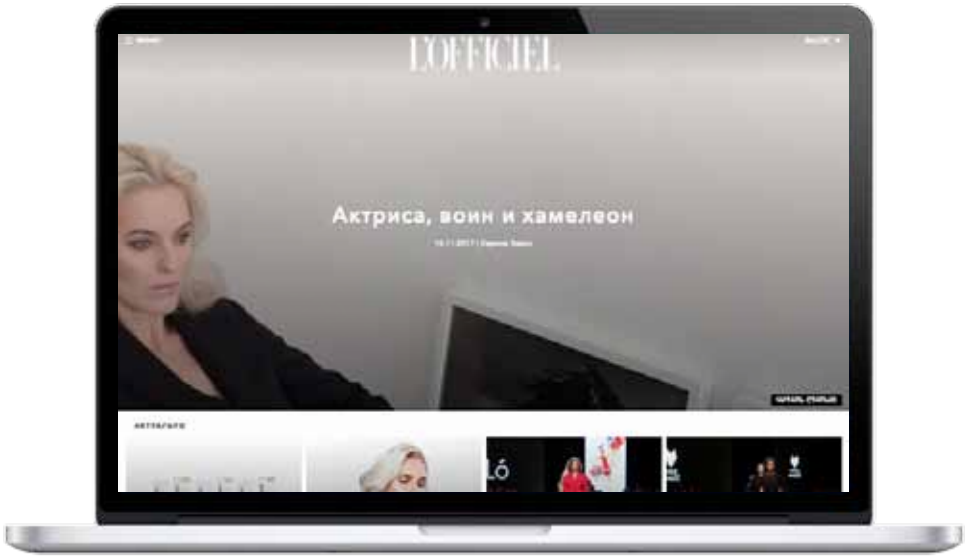
The launch of L'Officiel USA will be the most significant launch to date and a main ingredient in completing the brand's global network.
On November 6th 2017, L'Officiel launched www.lofficielusa.com as a fully integrated, digital newsroom offering consumers international coverage of high fashion, accessories, art, travel, and lifestyle, for men and women. Approximately 40% of content will be American-centric and locally produced, while the remaining 60% will focus on international news.
L'Officiel USA's first print issue (March issue) will hit the newsstands end of February 2018. The print magazine will reflect the online platform and merge all content categories of the brand with 6 exceptional issues a year.
Content for demanding men and women, with a dedicated men cover every issue.
1st issue: February 27th.

Circulation : 100 000 copies
Pagination : 180-240 pages
Periodicity : 6 issues per year
Language : english
Website : lofficielusa.com
UV : 30 K
PV : 90 K

Digital

FRANCE : lofficiel.com

BRAZIL : revistalofficiel.com.br



BALTIC : lofficielbaltic.eu

GERMANY : lofficiel.de

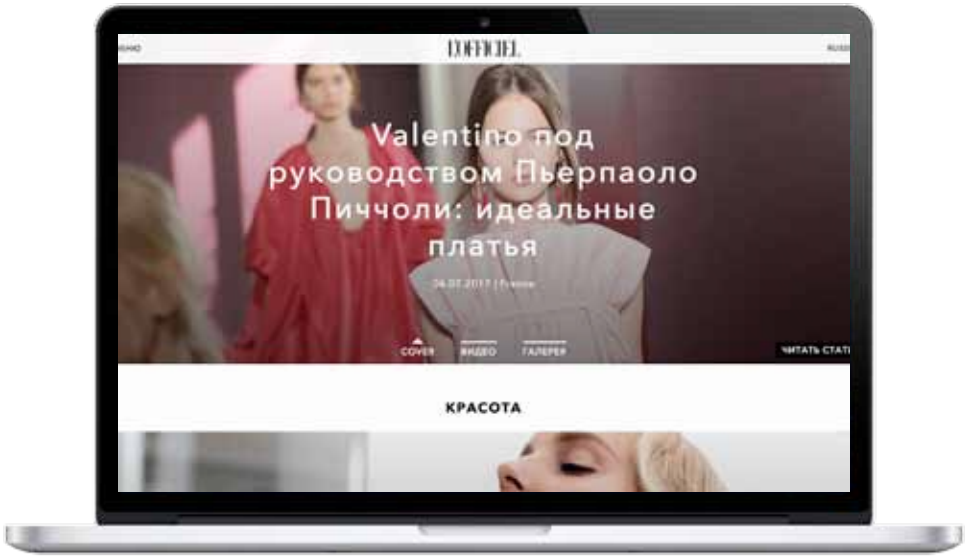
ITALY : lofficielitalia.com

LATVIA : officiel.lv

MALAYSIA : lofficielmalaysia.com

MEXICO : lofficielmexico.com

THE NETHERLANDS : lofficiel.nl



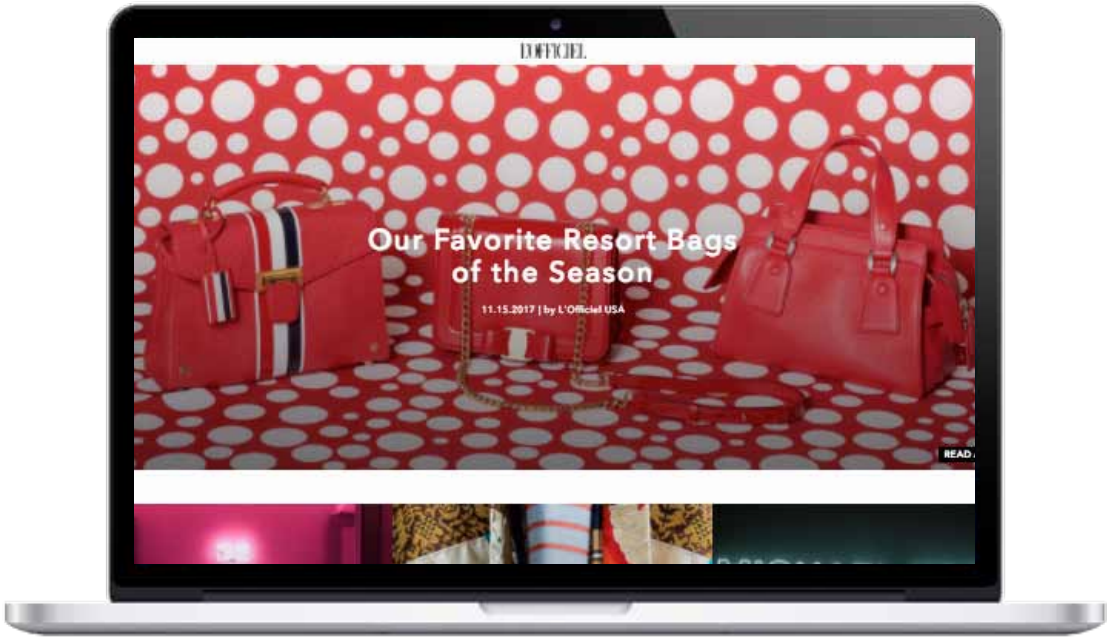
RUSSIA : lofficielrussia.ru

SINGAPORE : lofficielsingapore.com

ST BARTH : lofficielstbarth.com

SWITZERLAND : lofficielthailand.ch

TURKEY : lofficiel.com.tr



USA : lofficielusa.com