

LE MAGAZINE DES EXPATRIES FRANCOPHONES AUX USA

# FREQUENCE

## GLOBAL TOTAL FOOTPRINT

PRINT READERSHIP

**100K**

Yearly Readers

DIGITAL

**+ 60K**

Unique Users

SOCIAL

**+ 120 K**

Followers



# FREQUENCE J

**Frequence Journal** is the magazine for French expatriates in the United States.

- Beyond the cultural point of view that is shared, it is the representation of an ambitious way of life, the essential reference for readers in search of the ultimate American dream.

- **This bimonthly magazine addresses topics and news from across the Atlantic with elegance and refinery.**

Our editorial line is a tribute to those whose audacity and inspiration crossed the ocean to give life to their dreams.



## Fréquence J. is :

### THE LEADER

**1<sup>er</sup>**

1st French-speaking media  
in the USA

### A MAGAZINE

**Bimonthly**

6 issues printed / year  
+ web-feed every week

### A TARGET

**AB++**

Upper socio-  
professional +  
category

+70% of the readers are  
managers or business owners



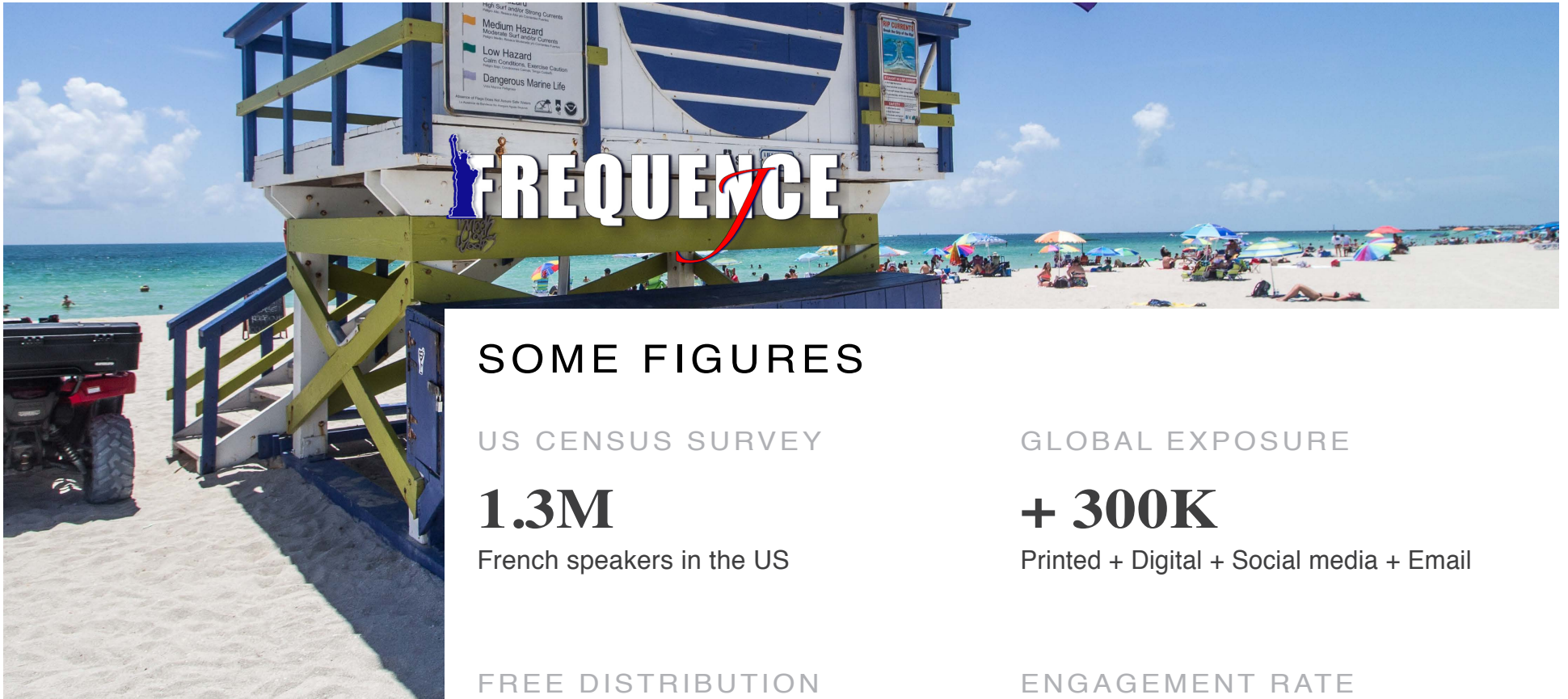
# FREQUENCE

**Frequence J. is the leading French printed magazine in the USA.**

**Fréquence J. is distributed for free** in kiosks and local stores in **Los Angeles, New York and Miami**, and freely **accessible online** in its digital version **all over the world...**

Giving voice to celebrities through our pages as well as to every reader and inspiring expatriate via social media, **F.J.** is the voice of the entire Francophone community in the USA.

**F.J.** offers various articles adapted to our compatriots such as: Immigration, Real Estate, News, Exclusive interviews, Lifestyle, Art & Culture, Trends, Beauty, Good Addresses, Games, Travels...



## SOME FIGURES

### US CENSUS SURVEY

**1.3M**

French speakers in the US

### GLOBAL EXPOSURE

**+ 300K**

Printed + Digital + Social media + Email

### FREE DISTRIBUTION

**200**

Kiosks and local businesses  
in New York, Los Angeles & Miami

### ENGAGEMENT RATE

**EXCEPTIONAL**

Our readers are attentive to  
messages and advertising in French.

### CIRCULATION RATE

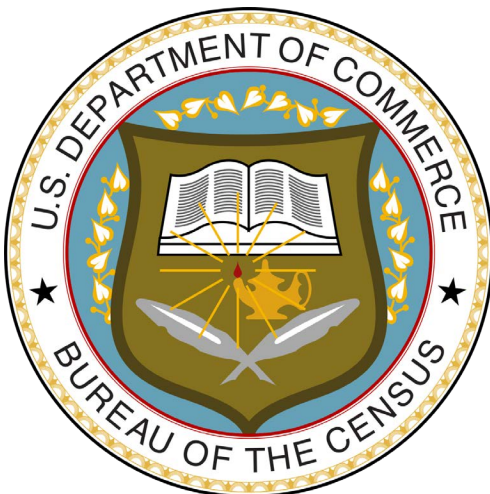
**3.8**

Unique readers / unit print

### FREQUENCE J. IS THE

**1er Media**

For French speakers in the US



# FREQUENCY

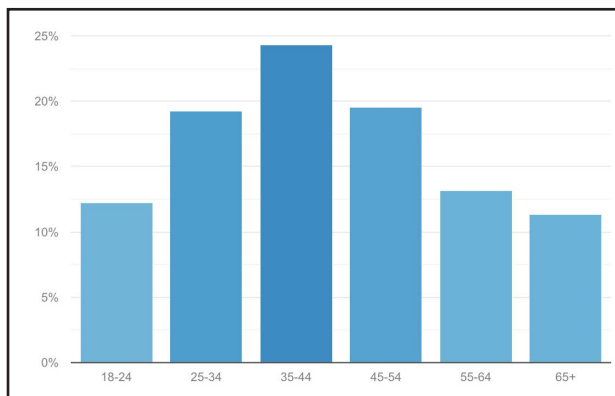


## DEMOGRAPHY

### AGE

**40**

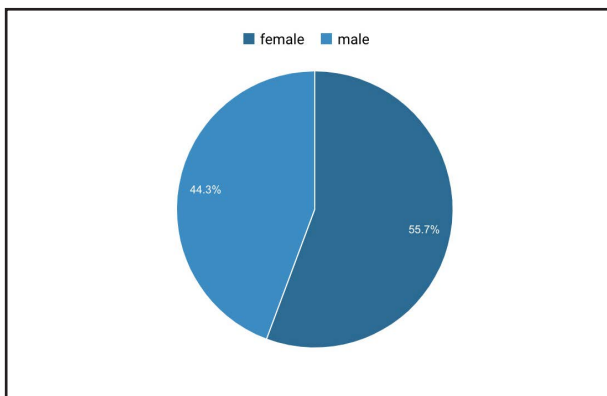
is the average age  
of readers



### GENDER

**45% - 55%**

45% of our readers are men, and  
55% are women



### CATEGORIES

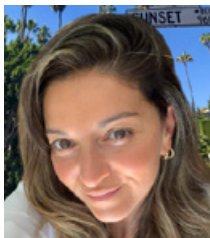
**Consumers +**

Real estate, travel, home,  
shoppers, law, business, art...



# FREQUENCY

## OUR TEAM



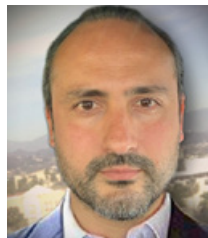
**Céline Bonnan**  
Creator



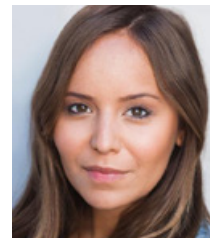
**Ilona Cazorla**  
Editor in Chief



**Myrna Dahdah**  
PR & Marketing



**Cyril Bonnan**  
Marketing Manager



**Elsa Meimoun**  
News Reporter  
Paris correspondent



**Bob Oré Abitbol**  
Writer / columnist



**Déborah-Malka**  
Columnist / writer



**Irene Abbou**  
Personal coach /  
columnist



**Diane Cohen  
Haggiag**  
Columnist /  
Immigration lawyer



**Nat Marciano**  
Columnist /  
real estate agent



**Jessica Barouch**  
Columnist /  
real estate agent



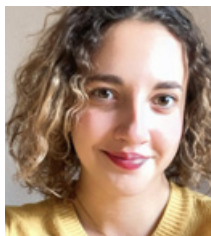
**Charles Lugassy**  
Media columnist /  
traditions



**Pierre Barbier**  
Art &  
Cinema columnist



**Yoann Abecassi**  
Investment columnist /  
stock market expert



**Lucille Stamm**  
Psychologist / columnist



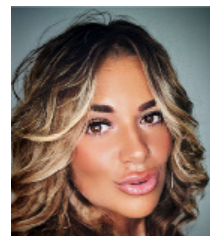
**Sarah Moatty**  
Influencer beauty  
& fashion



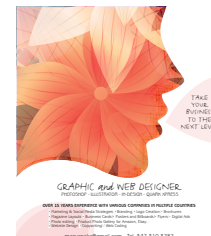
**Clem Collin**  
New York  
correspondent



**Solène Verhoeven**  
Astrology



**Deborah Amar**  
influencer and  
correspondent



**Maeva Nakache**  
Miami correspondent /  
graphic and web design



**Natalie Chavarria**  
Magazine layout

# FREQUENCE

## THE STORY OF MAG

**Los Angeles, the city of Angels. It is here that Frequence J. was born.**

After being a journalist in Paris for ten years, Celine settled in one of the most exclusive areas of Los Angeles: Beverly Hills.

There, she discovered hundreds of French-speaking families who, like her, seemed unaccustomed to the American media. She noticed that **these expatriates were cut off from the world**, from their world, and were often much more aware of what was happening in France than a few meters away from home... That's why Céline decided to create a magazine dedicated to this community: French-speaking, News, Fashion, Reportages...

Now, Frequence Journal magazine is universal, it has articles written both in French and English, **a unique communication platform for readers wishing to remain connected to their home country**, and it builds a bridge between advertisers and their community.

In the beginning, Celine was distributing the magazine in a micro-sector a few families, but she soon realized that many other neighborhoods in Los Angeles gathered **thousands of French-speaking families, expatriated since the 70s, from France but also the overseas Departments and territories, Canada, Switzerland, Belgium, Monaco...**

After Los Angeles and the valley, **the distribution became national and extended to New York and Miami**, then online and on social media, growing from a few hundred families to **more than 300,000 French-speaking readers**.

**Fréquence Journal is now recognized and referenced by the Consulate General of France in Los Angeles** ( <https://losangeles.consulfrance.org/media-francais-2827> ).

Frequence J, after 5 years of growth, buys the Instagram leader @expats.france.usa, and thus becomes **the French printed media leader in the US**.

Besides its free distribution, its online presence through its website and social media makes it the French-American magazine the most read in the world.

And the personality of the magazine can be found in the choices of its articles.

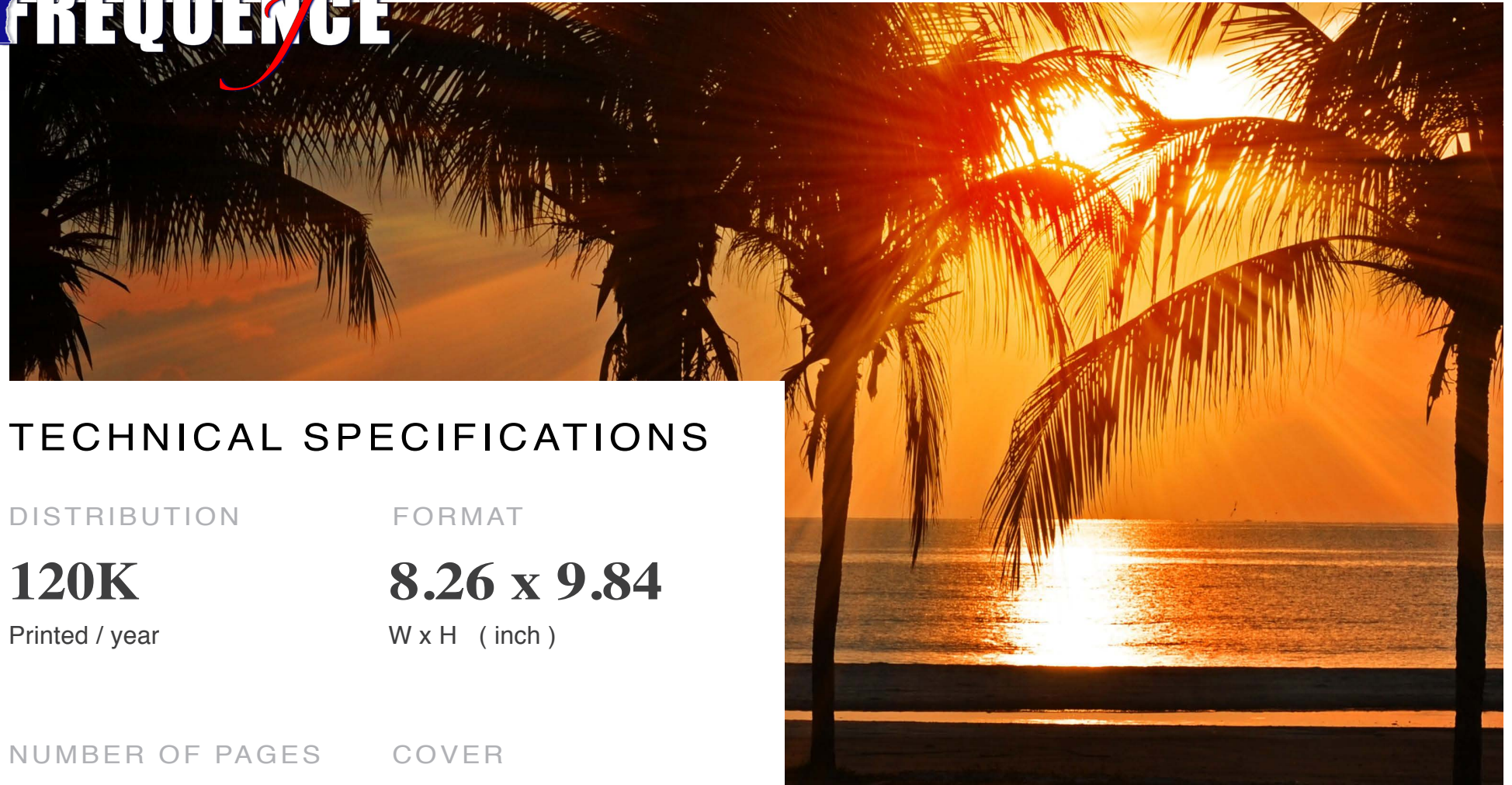
”

« **Francophones do not adhere to the U.S. media, they needed a magazine to meet up and communicate »**

**Fréquence Journal** is also: exclusive interviews, celebrities, good addresses, world news, immigration advice, the best of films, music, art and books, culture, and a lot more.

Frequence Journal would like to thank its readers and advertisers from Los Angeles, New York, Miami, who allowed us to develop and share our messages in a fun and enjoyable way to our wonderful community.





## TECHNICAL SPECIFICATIONS

### DISTRIBUTION

**120K**

Printed / year

### FORMAT

**8.26 x 9.84**

W x H ( inch )

### NUMBER OF PAGES

**96 + 4**

Perfect binding ( PUR )

### COVER

**92 lb.**

UV Gloss

### PAPER WEIGHT

**85 lb. Text**

Glossy paper

### bleeds

**0.2**

( Inch )

## DIGITAL BANNERS

Website & Emailing

### HORIZONTAL

**970 x 250 px**

px

### VERTICAL

**320 x 480 px**

px

# TARIFS PUBLICITAIRES 2023

**FREQUENCE**

## MARKETING MAGAZINE

- 1 PARUTION -

MAGAZINE PRINTED & DIGITAL

### 1 Page

x 1 Publication

100K Readers

8.26 W x 9.84 H ( Inch )

RATE

**\$ 6 K**

## MARKETING MAG + WEB

- ANNUAL SUBSCRIPTION -

MAGAZINE PRINTED & DIGITAL

### 1 Page

x 6 Publications

100K Readers

8.26 W x 9.84 H ( Inch )

+

WEBSITE

### Digital Banners

x 12 months

+60K Unique users

970 W x 250 H ( px )

& 320 W x 480 H ( px )

ANNUAL RATE

**\$ 20 K**

## MARKETING MULTICHANNEL

- ANNUAL SUBSCRIPTION -

MAGAZINE PRINTED & DIGITAL

### Double Page

x 6 Publications

100K Readers

8.26 W x 9.84 H ( Inch )

+

WEBSITE

### Digital Banners

x 12 months

+60K Unique users

970 W x 250 H ( px )

& 320 W x 480 H ( px )

+

SOCIAL

### 1 Post, Story and/or Reel

every week on all our social networks

+120 K Followers

for one year

+

E-MAILING

### 1 Digital Banner

present in our weekly e-mailing x 52 weeks

+40K Subscribers

970 W x 250 H ( px )

ANNUAL RATE

**\$ 30 K**