



France's Leading Travel Monthly-Issues on the 1st week of the week
Cover Price: € 11

MARKET FACTS:

L'Echo Touristique has observed, analysed and reported on events in the tourist industry since 1934. It is read by every major travel agency and in more than 2,000 independent travel agencies in France. This makes it the perfect vehicle for launching products and enhancing brand recognition. In 2016, 14.9 million French went on personal trips abroad and made on average 1.6 travels per year making 217.7 million overnights stays. Europe is by far the most popular destination: Spain (1st), Italy (2nd), UK (3rd), Portugal (4th) and Greece (5th). *L'Echo Touristique* sponsors the French Travel Agency championships and therefore is well known in the industry.

MARKET POSITION:

L'Echo Touristique is the market leader with consistent growth in both paid circulation and its number of advertisers. It is regarded as a top quality title: 99% of its readers see it as providing useful and reliable information.

		L'Echo Touristique
Total Circulation	OJD 2016	4,213
Domestic paid circulation	OJD 2016	2,035

PUBLICATION PROFILE:

L'Echo Touristique offers its readers the finest editorial coverage of the tourist industry, giving all the practical information they need, and provides a truly professional service. It introduced a new formula in 2012 inspired by the "News magazines".

ADVERTISING RATES 2018:

Size	Rates 2018
DPS	14 000 €
Page RHP	8 400 €
Page	7 600 €
½ page	4 300 €
¼ square	2 500 €

TECHNICAL SPECIFICATIONS:

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