

1 do you want to target London's French community, French-speakers and Francophiles?

2 do you want to target film lovers and people interested in culture?

3 do you want to associate your company with the Institut's attractive new bi-monthly programme?

Advertise with us!

Le Programme, the new printed programme of the Institut français

 institut français

the institut français at a glance

The Institut français du Royaume-Uni is the **official French government centre for language and culture in the UK.**

It comprises a **cinema, multi-media library, children's library, language centre and French bistro.**

> **one of the best places in London to see French film and meet the stars of French cinema.**

Sophie Marceau introduces a preview screening of her new film *Female Agents* (May 08).



> **a key venue for a variety of film festivals, including the annual London Film Festival.**

The launch party for the 'Women's Cinema: from Tangiers to Tehran' festival (Feb 08).



> **a library with the largest free-access collection of French material in the UK and an extensive programme of talks, conferences and book launches.**



> **a dedicated children's library, annual children's literature festival, and regular screenings for schools and families.**

Author Michael Rosen talks to an audience of children at the Institut's 2007 Youth Festival.



> **at the heart of the celebrations for the Fête de la Musique** (Exhibition Road Music Day)

Amadou et Mariam on stage at the Institut français (21 June 2008).



> **a corner of France**, with an authentic French café-restaurant serving viennoiseries, lunch-time snacks and evening meals, plus a programme of wine and cheese tasting sessions for serious gastronomes.



the institut in fact and figures

In 2007:

- **7,000** students enrolled at the Language Centre;
- **35,000** people came to watch a movie at Ciné lumière;
- **3,500** people attended a talk;
- **3,500** people became a member of the Institut français;
- **50,000** people per month visited the Institut's website;
- about **900** film screenings;
- approximately **450** different films screened.

1 french culture with a london address

> Advertise with us and reach out to London's French, Francophone and Francophile community

A recent wave of emigration has seen London's French population climb to **300,000**, making the British capital the **'7th biggest French city'**.

A recent article in the *New Statesman* (April 2007) established that these new émigrés are typically 'billionaires escaping the taxmen, businessmen and ... young people' with an average age of 29.

The Institut français is ideally placed to tap into this growing French community in London. It is:

- **at the heart of South Kensington, London's French Quarter**

- the most French in **flavour of all London's neighbourhoods**;
- many **boulangeries, cafés, crêperies, florists, delicatessens and French bookshops**;
- home to the largest number of **French expats in London**;
- **French boutiques** *Petit Bateau, Catimini, Agnès B* and *Le Comptoir des Cotonniers* on the Fulham and King's Road are within easy walking distance.

> **Our printed programme is delivered to all French outlets in the area.**

- **at the heart of the French Community**

- **where the Federation of French Associations** meets several times a month;
- where French people like to meet;
- where national events are broadcasted (French elections, World Cup, the César Awards, etc...).

> **Our printed programme is well displayed for visitors.**

- **just round the corner from the Lycée Français**

- **London's largest French school**;
- student population of **3,500** aged from 3 to 18, of which **80% are French**;
- **parents and students** use our library, drop in for a coffee and regularly attend our events.

> **Our printed programme is delivered directly to the Lycée Français.**

- **in regular contact with French companies with offices in London**

The French business community in London is made up of over **2,900 companies**.

The Institut français is sponsored by some of the **biggest**:

Air France, EDF Energy, Renault, Société Générale and Banque Transatlantique, among others.

- We lay on private screenings for their staff.

- Staff at these companies are aware of the Institut and its activities, some are members, and many are regular attendees at our events.

> **Our printed programme is delivered directly to key French companies.**

- **in contact with outposts of the French public administration in London**

As the Institut is part-of the French Embassy, we enjoy privileged relations with the:

- **French Embassy**

- **French Consulate**

- **French Chancery**

- **Franco-British Chamber of Commerce**

- **Centre Charles Péguy** (French recruitment centre)

> **Our printed programme is delivered to all French administrative outposts in London.**

- **a major destination for non-native French speakers and Francophiles**

As part of our mission to promote French culture in the UK, the Institut français is in **regular contact** with:

- London nurseries, **primary and secondary schools** offering French

- a network of over **200 French classroom assistants** in UK schools

- **French and Film Studies departments of London universities**

- **London libraries and bookshops**

Thanks to its programme of language courses, screenings, wine-tasting and talks, as well as its authentic French café, the Institut is also a natural draw for **London's non-native French speakers and Francophiles**.

> **Our printed programme is read by London's most avid Francophiles.**

*'You begin to sense it as you approach South Kensington – a little Gallic quickening of the air. You see a French bookshop, French newspapers are prominently displayed in newsagents, you pass a lycée, those girls that walk by are speaking French. The allure of France is all around you, yet some energy is still drawing you on – and then you see it: the lodestar, the siren-source calling upon all your buried, latent, impregnable Francophilia. **The French Institute**. You hasten towards its welcoming doors. '*

(**William Boyd**, writer)

2 one of London's top repertory cinemas

> advertise with us and reach out to fans of
French, World and arthouse cinema

Ciné lumière...

- **35,000 visitors in 2007;**
- over **900 screenings** and **450 different films** screened in 2007;
- **the local cinema for residents of Kensington & Chelsea;**
- **independently programmed;**
- one of the **few London screens devoted exclusively to new and classic specialised film** with a particular emphasis on French, European and World cinema;
- programme combines new releases; repertory screenings; **previews; premieres; and exclusive on-stage events and discussions;**
- important London venue for **a variety of film festivals**, including the London Children's Film Festival, the London Film Festival, London Spanish Film Festival and the French Film Festival UK;
- one of the **best places in London to see French film and meet the stars of French cinema:** recent guests include **François Ozon, Agnès Varda, Bertrand Tavernier, Patrice Chéreau, Claire Denis, Christophe Honoré, Romain Duris, Fanny Ardant, Virginie Ledoyen, Mathieu Amalric, Agnès Jaoui and Jean-Pierre Bacri;**
- the cinema of choice for UK distributors **previewing new French releases:** *Angel, Gabrielle, La Vie en rose, Heading South, Les Chansons d'amour, The Beat That My Heart Skipped, Couscous, The Diving Bell and the Butterfly, Female Agents* and more have all previewed at Ciné lumière in recent years.



... now renovated and revamped!

Following major renovation work in 2008, Ciné lumière now counts among the capital's most glamorous and state-of-the-art cinemas.

Our audience:

- predominantly **professionals, academics/teachers and students;**
- predominantly **female;**
- aged **18 – 35 (49%)** and **36 – 55 (35%);**
- read **The Guardian, The Times and The Independent;**
- frequent cinemas across London including **Curzon Cinemas, BFI Southbank, ICA & the Barbican.**

3 an attractive new printed programme

> advertise with us and associate your company with an influential and prestigious London institution.

After word-of-mouth, **our printed programme is our most effective marketing tool.**

Frequency: bi-monthly*

Print-run: 22,000

Format: A5, stapled, color, 32/36 pages

Distribution break-down:

- **5,500 copies on display at the Institut français**

- **mailed directly to:**

our **3,500 members**

our 1,000-strong list of **arts/film industry professionals**

- **8,000 copies sent to:**

French outlets in the **South Kensington area**

Lycée Français & other French schools in London

French administrative network (French Embassy, Consulate etc.)

London offices of key French companies

European Cultural institutes in London (Italian Cultural Institute, Goethe-Institut, Instituto Cervantes, etc...)

partner venues: BFI Southbank, ICA, Riverside Studios, Royal Albert Hall, V&A, etc...

French/Film Studies Departments & Libraries of London universities

Bookshops and libraries across London

- **4,000 copies distributed via London Calling to:**

Cultural venues across London

London cinemas

*Occasionally we have a monthly issue, print run: 17,000

display advertising rates

> advertising in the programme

*Inserts in colour	1 issue Bi-monthly	1 issue Monthly	2 issues
Full Page	£1,000	£800	£800
2/3 Page	£800	£600	£600
Half Page	£600	£500	£400
1/3 Page	£400	£300	£300
DPS	£1,700	£1,500	
Outside Backcover	£1,900	£1,700	£3,600

***no VAT to add on all these prices above**

> deadlines

September issue:

Booking Deadline **Wednesday 10 July**

Delivery date for artwork **Friday 15 July**

Date of Publication **Monday 17 August**

October/November issue

Booking Deadline **Monday 7 September**

Delivery date for artwork **Wednesday 9 September**

Date of Publication **Monday 21 September**

> information and booking:

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