

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 bi-monthly programme?

Advertise with us!

The Institut français at a Glance

Comprising a **cinema** — Ciné Lumière — a **language centre**, a **multimedia library**, a **children's library** — Bibliothèque Quentin Blake — and a **French café-restaurant**, the Institut français du Royaume-Uni is a world-class cultural institution and arts centre that welcomes **250,000 people each year**.

> one of the best places in London to see French films and meet talents



> a newly-renovated library with the largest free-access collection of French material in the UK



> a dedicated children's library (Bibliothèque Quentin Blake), weekly kids activities, and an annual children's literature festival



> an ambitious cultural programme ranging from talks to literary festivals and recitals



> a corner of France, with an authentic French café-restaurant serving viennoiseries, lunch-time meals and evening snacks.



The Institut in Facts and Figures

- **250,000** visitors per year;
- **60,000** spectators at Ciné Lumière per year;
- **8000** students at the Language Centre;
- **3,500** members of the Institut français;
- **50,000** monthly visits on the Institut's website;
- **60,000** subscribers to the e-newsletter;
- **18,000** likes on Facebook;
- **17,000** followers on Twitter;
- about **1,000** film screenings per year;
- approximately **300** different films screened per year
- our audience:
 - 49%** British
 - 24%** French
 - 20%** other nationalities
 - 7%** Franco-British

1 French Culture with a London Address

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

French population in London is estimated around **300,000 / 400,000 people**, making the British capital the '**6th biggest French city**'.

Ideally placed to tap into the French community, the Institut français is:

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

- the most **French in flavour of all London's neighbourhoods**;
- with **French boulangeries, cafés, restaurants, bookshops and boutiques**;
- home to the largest number of **French expats in London**.

> **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 broadcast (French elections, football, rugby, etc...).

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

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

- **London's largest French school**;
- **3,500** students 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 based 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, Eurostar, Société Générale and Sofitel**, among others.

- Staff at these companies are aware of the Institut and its activities, some are members, and many are regular attendees at our events.
- The Institut français is a Patron Member of the Franco-British Chamber of Commerce.

> **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**
- **Franco-British Chamber of Commerce**

> **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 courses
- a network of over **400 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 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. 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 Repertoire Cinemas

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

Ciné Lumière

Following **major renovation** work in 2008, Ciné Lumière now counts among the capital's most glamorous and state-of-the-art cinemas, and was hailed by *The Guardian* as '**one of the most stylish viewing experiences you'll find in London**' and ranked '**5th best cinema in London**' by *Vogue UK*.

- **60,000 spectators per year;**
- **the local cinema for residents of Kensington & Chelsea;**
- over **1,000 screenings** and **300 different films** screened per year;
- **independent cinema programming;**
- programme combines **new releases**, repertory screenings, **previews, and exclusive on-stage events and discussions;**
- important London venue for **a variety of film festivals**, including the London Film Festival and the French Film Festival;
- one of the **best places in London to see French films and meet the stars of French cinema:** recent guests include **Catherine Deneuve, Isabelle Huppert, Kristin Scott Thomas, Jean Reno, Léa Seydoux, Romain Duris...**;
- the cinema of choice for UK distributors **previewing new French releases:** *Populaire, Yves Saint-Laurent, Camille Claudel, It's Only the End of the World, Personal Shopper*, and more have all previewed at Ciné Lumière in recent years.



Our audience

- predominantly **culture professionals, academics/teachers, students and journalists;**
- predominantly **female;**
- under 18 years old: 15%; **18-35: 29%; 36-55: 31%;** over 55 years old: 25%
- read ***The Guardian, The Times and The Financial Times;***
- frequent cinemas across London including **Curzon Cinemas, BFI Southbank, ICA & the Barbican.**

3 An Attractive 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, 28-36 pages

Distribution break-down:

- **7,000 copies on display at the Institut français**

- **mailed directly to:**

our **3,500 members**

our 1,500-strong list of **arts/film industry professionals**

- **10,000 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: ICA, Royal Albert Hall, V&A, etc...

French/Film Studies Departments & Libraries of London universities

Bookshops and libraries across London

*Occasionally we have a monthly issue, print run: 18,000

Display Advertising Rates

> in the printed programme

> in both the printed programme and in our e-newsletter

	1 bi-monthly issue (runs 2 months)	1 bi-monthly issue + e-newsletter banner	1 monthly issue (sept only)	1 monthly issue + e-newsletter banner	2 issues	2 issues + e-newsletter banner
Full Page	£1,000	£1,100	£800	£900	£1,600	£1,700
2/3 Page	£800	£900	£600	£700	£1,200	£1,300
Half Page	£600	£700	£500	£600	£1,000	£1,100
1/3 Page	£400	£500	£300	£400	£600	£700
Dble Page	£1,700	£1,800	£1,500	£1,600		
Back Cover	£1,900	£2,000	£1,700	£1,800	£3,600	

no VAT to add on all the prices listed above

> deadlines:

September issue	5 July
October - November issue	5 September
December - January issue	5 November
February - March issue	5 January
April - May issue	5 March
June - July issue	5 May

> information and booking:

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