



For 70 years, Offrir International (6 issues, 3 special editions, 44 newsletters, 1 product platform, and 2 websites) has been the flagship publication in the sectors of tableware, culinary matters, flatware, kitchenware, small household electrical items, and designer gifts for the home.

ISSUE	THEME	OTHER THEMES
493 February	Business : how will Generations Z and Alpha transform usage? <i>Trade fair : Inspired Home Show</i>	Table & Deco Culinary Hotel & Restaurant Table linen : materials and CSR Tableware: growing additional sales The air fryer: new star of the kitchen? Knives and merchandising Inspirations & Trends
494 April	The purchasing pathway	Table & Deco Culinary Hotel & Restaurant Porcelain Putting together an offering for serving wine and spirits Kitchen accessories : more appealing than ever Cookware: stainless steel is gaining ground Inspirations & Trends
495 June	CSR and marketing + SPECIAL EDITION : <i>Guide Technique des Nouveautés</i>	Table & Deco Culinary Hotel & Restaurant Tableware : energise those shelves ! Tea and coffee : what's new? Kitchen knives: what are consumers looking for? Cookware items: where the gift offering fits in Inspirations & Trends
496 August	High-end product offerings : what opportunities are there for independent retail? <i>Trade fair : Maison & Objet</i>	Table & Deco Culinary Hotel & Restaurant Bags, trolleys and baskets Tableware: what are the year-end trends? Water filtering and the hydration market Baking: what's new? Inspirations & Trends
497 October	Business and entertainment : growing sales, and the customer relationship	Table & Deco Culinary Hotel & Restaurant Table decorations Glass and crystal: Are needs being met by new products? Knives: the brand, the ambassador of expertise Cookware: update on new coatings Inspirations & Trends
498 December	The end of the barcode, the beginning of the QR code(2027): how will the industry plan for the change? + SPECIAL EDITION : <i>Le Guide des Marques</i> <i>Salons : Maison & Objet 2024, Ambiente 2024, SIRHA, HOMI</i>	Table & Deco Culinary Hotel & Restaurant In the home : expanding your offering Dishware: are consumers still loving the artisan touch? Healthy eating: what are the allies in the kitchen? Grill/barbecue/plancha: is the segment still growing? Inspirations & Trends

Offrir-retailers.com

With over 4500 items and over 1000 summary product information files, offrir-retailers.com is the B2B digital toolbox that's ideal for discovering and marketing tableware products. Manufacturers can create their own product information on the platform and input all the marketing information needed to market a product: sales pitches, merchandising, and logistics, thereby building up an unparalleled tableware products database.

The information base is used to link products with items that relate to them online – and they can be selected for our Special Edition

OUR B2B SPECIAL EDITION:

Guide Technique des Nouveautés (Products)

The Guide Technique des Nouveautés (technical guide to new products) is compiled from a selection of products available at offrir-retailers.com, and comprises summary files for product marketing.

Available with the June issue, each summary file is linked online to further information, including documents and videos.

Platform BtoB: offrir-retailers.com

Guide des Marques (Brands)

Compiled from a selection of manufacturers at offrir-retailers.com, the Guide to Brands comprises straightforward and comprehensive brand presentations and related businesses (including wholesalers and representatives)

Available with the December issue, every presentation has an online link to further information (including contact information and products)

B2B platform: offrir-retailers.com

B2B2C SPECIAL EDITION:

Guide du Cadeau (Gift)

A selection of gift ideas for the end-of-year festivities. Aimed at retailers in October and then distributed to the general public free of charge via partner retailers in December.

Guide du Cadeau – 64th issue in figures: 35 000 copies
350 distributing stores
300 selected products

Website for the general public: guide-du-cadeau.com

Sophie KOMAROFF
Chief editor
+33 1 44 84 78 75
redaction-offrir@johanet.net

OFFRIR INTERNATIONAL
60, rue du Dessous des Berges
75013 PARIS - FRANCE
+33 1 44 84 78 78 – offrir@johanet.net

- x6 Offrir International : 6 issues (bimonthly)
- x1 Offrir Retailers – Specialist Guide to New Products: 1 B2B special edition
- x1 Gift Guide: 1 B2B2C special edition
- x1 Guide to Brands: 1 B2B special edition

PRICES FOR 2024

In Euros – exclusive of taxes. These prices may change.



Covers – Offrir International		Prices
Front cover	180*240mm + HOME PAGE static banner + Newsletter banner	€ 6 400
Inside cover	210*297mm + CATEGORIES fixed banner	€ 4 800
Inside back cover	210*297mm + DIARY static banner	€ 3 900
Back cover	210*297mm + FIGURE OF THE MONTH static banner	€ 5 000
Double cover	Inside cover + opposite page	+ € 1 000
Inside – Offrir International		Prices
Page	210*297mm + MOVING or CATEGORY banner	€ 2 550
½ page	'Height': 85*260mm 'Width': 180*125mm	€ 1 740
Specific location	Opposite Contents, opposite editorial, start of section	+ € 600
SPECIAL EDITION – Guide du Cadeau		
GDC – Page	Guide du Cadeau format only: 175*250mm	

Set out your sales pitches, questions/responses, and other brand-new information on your products on the platform [Offrir-retailers.com](https://offrir-retailers.com)

CONTENT

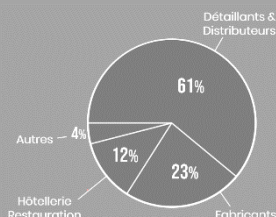
Native Advertising		
A4 info. summary	In the 2024 Specialist Guide to New Products special edition: information summary of your product on one A4 page, interactive (QRCode).	450 €
Advertorial	Creation of 2 pages of interviews – Circulated in hard copy review and on the web	On quote

INTERNET

Advertising		
Newsletter banner (1080*140px, .jpg)	Offrir International industry news – Bimonthly newsletter sent to ~15 000 prof.	€ 600
	Product selections – Bimonthly newsletter sent to ~15 000 prof.	€ 600
Online band	1080*140px: Choice of: In the HOMEPAGE MOVING INFO or in a CATEGORY (2 months)	€ 800

DISTRIBUTION & READERSHIP

10 000 copies: Average distribution per issue
 8 300 copies: Total paid-for distribution (81% of subscribers)
 3.2 readers per copy distributed
 35 000 well-informed readers (30 000 France | 5 000 International)
 Online: ~8 500 visitors/month



NEWSLETTERS

Newsletter – industry news: ~15 000 subscribers (FR: 59% INT: 41%)
 57% Retailers & Distributors | 28% Manufacturers | 9% Hotel-Restaurant industry | 6% Other
 Newsletter – Products: ~17 000 subscribers (FR: 57% INT: 43%)
 63% Retailers & Distributors | 18% Manufacturers | 16% Hotel-Restaurant industry | 3% Other