prime magazine

Editorial preview

The Indian Ocean magazine for affluent readers travelling to and from Madagascar, Mauritius, Dubai, St Denis and worldwide destinations.

The only magazine aimed at the affluent with world wide distribution via Air Madagacar, Embassies, First class lounges and VIP gatherings.

February 2017

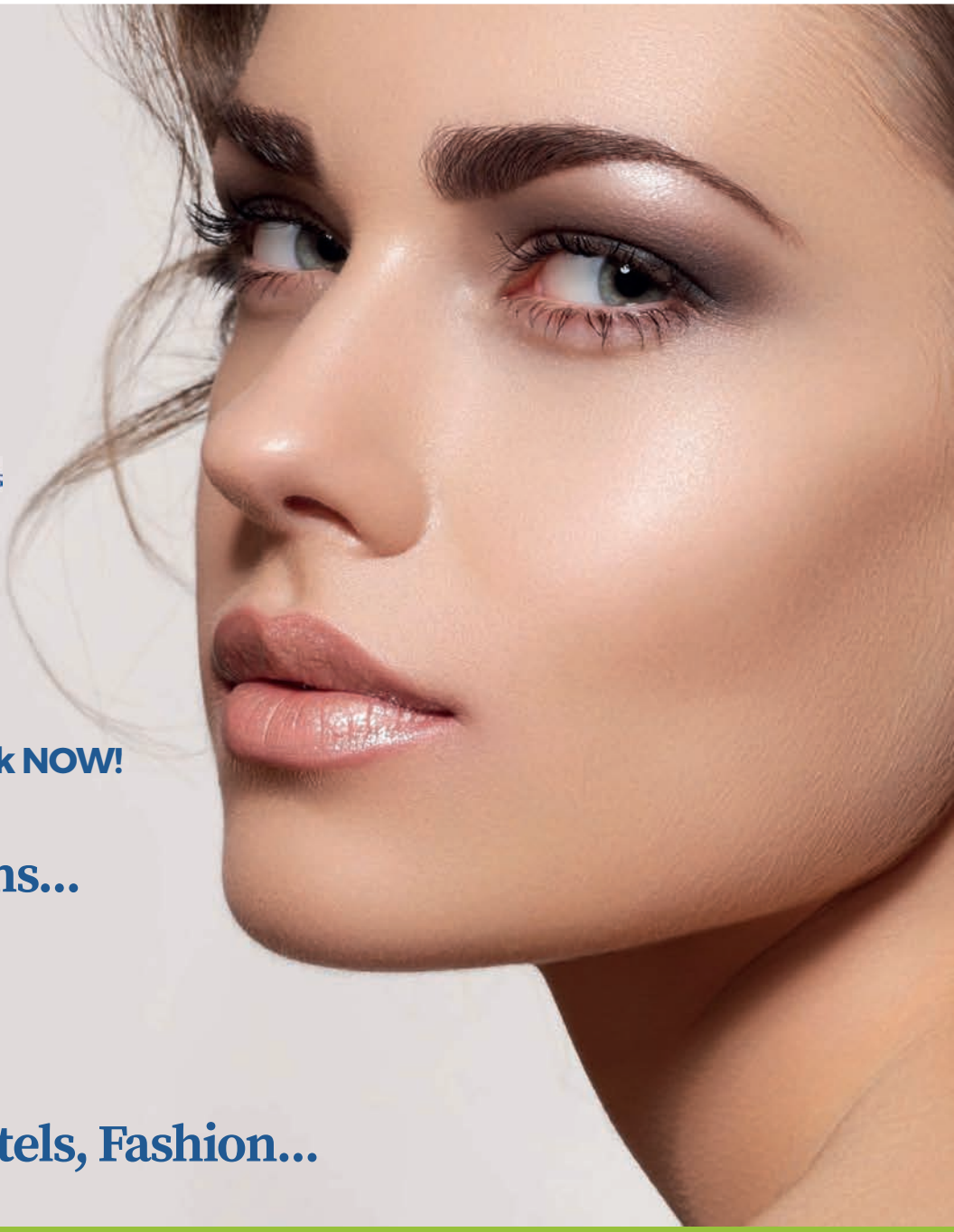
Deadline - 2nd February 2017 - **last chance to book NOW!**

Luxury watches, High Fashion, 5 Star Hotels, International Destinations...

March 2017

Deadline - 1st March 2017

International Destinations, Luxury Hotels, Fashion...



Book Now! **For Europe / Asia / USA**
Jerry Edwards in London

T: + 44 (0) 2036377656 / M: + 44 (0) 7465 32647
jerry.edwards@primemedia.international

February 2017

Deadline - 2nd February 2017

Editorial content:

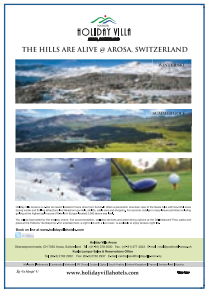
Packed with luxury destinations and luxury items.

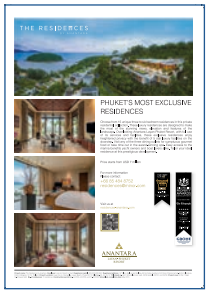
Special features:

Top-End Tech, Luxury Jewellery, Luxury Motorbikes, Luxury Cars, Luxury Clothes, Luxury Handbags, Design Maison & Deco.

Luxury clothes

Luxury cars





Luxury Destinations

March 2017

Deadline - 1st March 2017

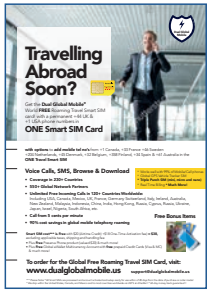
Editorial content:

Packed with luxury destinations and luxury items.

Special features:

Leading Mobile Phones, Hi-Tech Electronics, Luxury Watches, Luxury Jewellery, High End Hi-Fi, Luxury Clothes and Luxury Handbags.

Leading mobile phones



Luxury watches

Handbags

Jewellery

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Editorial content

Additional to much international plus national destination information:

January: Social network (Pinterest, Instagram, Snapchat, Facebook), Electronics

February : Fragrance, Jewellery (Valentine's day)

March : Trendy clothes, hair style

April : Chocolates (Easter), Cacao (Nosy Be) , Furniture, Decoration

May : Handbags, Fashion accessories, Fitness, Diet

June : Cars, Mobile Phones (Vacation)

July : Trendy shoes, Spa Products (Vacation)

August : Warm clothes (Cashmere, Damart), Boots

September : Children's and teenager's fashion (Back to school), Watches

October : Beauty Salon, Halloween fancy dress

November: Photographs , Real estate agency, Real estate project

December: Crush make-up (festive season), Recipe dinner party

Special features	Month
Leading Mobile Phones	12/16, 2/17, 4/17, 6/17, 8/17, 10/17, 12/17
Top-End Tech	1/17, 3/17, 5/17, 7/17, 9/17, 11/17
Hi-Tech Electronics	12/16, 2/17, 4/17, 6/17, 8/17, 10/17, 12/17
Luxury Watches	12/16, 4/17, 6/17, 10/17, 12/17
Luxury Jewellery	12/16, 1/17, 5/17, 9/17, 11/17, 12/17
Luxury Motorbikes	1/17, 3/17, 5/17, 7/17, 9/17, 11/17
Luxury Cars	1/17, 3/17, 5/17, 7/17, 9/17, 11/17
High End Hi-Fi	12/16, 4/17, 6/17, 10/17, 12/17
Luxury Clothes	12/16, 1/17, 5/17, 9/17, 11/17, 12/17
Luxury Handbags	12/16, 1/17, 5/17, 9/17, 11/17, 12/17
Design Maison & Deco	1/17, 3/17, 5/17, 7/17, 9/17, 11/17

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Advertising rates

Format	Price USD
Full Page, run of magazine	**7000**
Full Page 1st 30 Pages	**8000**
Double Page Spread, run of magazine	**11000**
Inside Front Cover Spread (1st DPS)	**12000**
Outside Cover	**12000**

Series discount available on application

Closing dates

December 2016	closes 1st December 2016
January 2017	closes 1st January 2017
February 2017	closes 1st February 2017
March 2017	closes 1st March 2017
April 2017	closes 1st April 2017
May 2017	closes 1st May 2017
June 2017	closes 1st June 2017
July 2017	closes 1st July 2017
August 2017	closes 1st August 2017
September 2017	closes 1st September 2017
October 2017	closes 1st October 2017
November 2017	closes 1st November 2017

Discounts

3+ insertions	2.5%
6+ insertions	5%
9+ insertions	7.5%
12+ insertions	10%
Specified Position Surcharge	20%

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Jerry Edwards in London
T: + 44 (0) 2036377656
M: + 44 (0) 7465 32647
jerry.edwards@primemedia.international

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Tobias Prestel in France
T: +33 (0)170 709 289
M: + 33 (0) 7777 21193
tobias.prestel@primemedia.international

Contact Prime Media

Madagascar
Prime Media, Apartment 32, En Face Hotel la RibaudiÈre, Lalana Paul Dussac, Analakely Sud, Antananarivo (101)
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