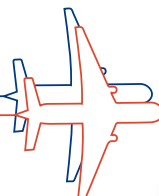


PARIS VOUS AIME MAGAZINE



THE CAPITAL AND INTERNATIONAL MAGAZINE !

CONCEPT

PARIS VOUS AIME is Paris's showcase to the international community. A true City Guide focused on Culture and Art de Vivre (lifestyle).

POSITIONING

PARIS VOUS AIME, is the premium magazine of the ADP Group. A quarterly, 100% bilingual publication, made available to all French and international passengers in all terminals of Charles de Gaulle, Orly, and Le Bourget (boarding halls and baggage claim areas), Parisian palaces, and prestigious locations.



PROFIL



Mixt



Upper Socio-Professional
Categories (CSP++)



Travelers



Business
Travellers



Shoppers



International

CONTENT

PARIS VOUS AIME offers an overview of all the current events in Paris : Cultural, Architectural, Events, Music, Gastronomy, Literature, Fashion, and Beauty. It informs passengers about iconic events, trends, and good addresses in the capital.

PARIS VOUS AIME reveals a vibrant, bustling, and innovative Paris. An immersion into today's Greater Paris, meeting the most beautiful experiences of the moment.

AN UNEXPECTED, SURPRISING,
AND UNPRECEDENTED VISION OF PARIS





IN NUMBERS

399 551

COPIES
ACPM 2024

1M

READERS

+103M
PASSENGERS
IN 2024

PARIS AIRPORT
+3.7% vs 2023

5 MAIN THEMES

- **City Guide** (the best Parisian experiences of the moment)
- **Culture** (must-see Parisian exhibitions)
- **Magazine** (trends and societal issues)
- **Art of living** (Fashion/Beauty selections)
- **Guide** (business, shops and services)

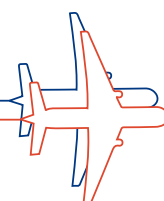


STRENGTHS

- **EMBODIES**
A unique vision of art and culture, fashion, and Parisian gastronomy
- **INTERNATIONAL**
100% bilingual magazine for a high-income international audience
- **SHOWCASE**
Spokesperson for Paris, its culture, and its key players

PARIS, THE 2ND MOST VISITED CITY IN THE WORLD

Greater Paris and inner suburbs some of the world's most visited sites : Notre-Dame, the Louvre, the Eiffel Tower, Sacré Coeur, the Palace of Versailles...





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