

MONTAIGNE

PUBLICATIONS

PRESENTATION

Montaigne Publications was founded in 1991 by François-Jean Daehn, with the backing of important business and media personalities. The company specialises in designing, creating and publishing high-end magazines centred on the luxury industry.

Its current publications include the bimonthly high-end magazine of French elegance and style, *Monsieur*, as well as the quarterly *Montres Magazine* and *Dreams Publications* since January 2007.

These are sold in France and all over the world. Special editions are also published in Italy, Hong Kong, China and Pan Arab countries.

***Monsieur* is the oldest men's fashion magazine in the world.**

It was created in 1920 by Jacques Hébertot and was the first French magazine of the series produced by tailors that are now so sought-after by collectors.

In 1995, former editor in chief of Vogue Hommes and Le Figaro, François-Jean Daehn, revived the magazine through Montaigne Publications, in line with traditional French press for men. Every 2 months, in tune with the seasons and therefore with fashion, MONSIEUR offers its readers all the information and advice they need to live elegantly, maintain their appearance, dress well and keep abreast of trends through luxury goods. It has a circulation of 39,000, controlled by the OJD (French official body that validates newspaper and magazine circulation, TV viewing figures, etc.).

Montres Magazine, created in 1991, was the first non-specialised magazine on watch making in the French market. Today, it is a benchmark for watch and watch-making fans. *Montres* is published quarterly with a large circulation (16,000 copies) and excellent visibility in newsstands. It is acknowledged as the most widely sold French language watch-making magazine in the world (circulation controlled by the OJD). Its content includes general watch-making news, technical innovations, fashion trends and new product launches along with manufacturers' news, targeting professionals as well as collectors and fans.

Dreams is the first and only large-scale French-language magazine dedicated exclusively to jewelry and watch-making. Each edition presents a complete panorama of international fashions, studies concentrated on gemology and news from the important expositions and events of the trade. For almost ten years, Dreams, which owes its potential to the talents of Didier Brodbeck and his team, has held as its mission to not only communicate the worth of jewelry and its history across brand differentiation, but also to promote new creativity in this "world of dreams" of which both men and women have become more and more passionate. This only serves as proof that in a sector as reputedly difficult as the masculine press or luxury it is possible to succeed by making editorial choices of quality.

The www.monsieur.fr, www.montres.org and www.dreams-magazine.com web sites are the company's international showcase. They are regularly

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updated and present both magazines as well as their main editorial content. In a few clicks, visitors can find addresses, style information, advice from the editor or keep abreast of trends and developments in fashion and society.

Importantly, Montaigne Publications is in a healthy **financial position** and was recently rated G37 by the Bank of France (earnings between 1.5 and 7.5m euros; highest credit rating and payment reliability).

In 2005 and 2006 , its performance was above average in an industry known for its tough competition. Not only did magazine circulation figures rise (20% for *Montres*, 15% for *Monsieur*) but advertising sales figures also increased.

The company, which currently employs 12 people full time with around twenty external contributors, is completely self-financed.

Its growth potential is only limited by its capacity to free up human and financial resources to conquer new markets.

Montaigne Publications enjoys **international exposure** through the following:

- Subscriptions all over the world (Europe, Canada, United States, Brazil, etc.)
- Sales in newsstands abroad (Switzerland, Belgium, Luxemburg, Canada, Germany, Italy, Greece, Portugal, Spain)
- International licences (Italy, China, Pan Arab countries)
- Permanent offices in Geneva, Milan and Hong Kong

Montaigne Publications intends increasing its export figures through the *Monsieur*, *Montres* and *Dreams* publications

For further information, please contact :

Isabelle Viellard
00 33 1 47 63 90 83