



## **Atout France and *Le Point* Develop a Magazine about the Best Tourist Destinations in France**

### **FOR IMMEDIATE RELEASE**

**NEW YORK, February 3, 2014** – Christian Mantei, Director General of Atout France, the France Tourism Development Agency and Cyrille Duval, President and Director General of French magazine *Le Point* signed an agreement to develop the magazine *Le Point – Rendez-Vous en France*, which features the best of tourist destinations in France. With special sections dedicated to fashion, artisanal products, cuisine, lodging and culture, the magazine aims to highlight France as a modern and innovative tourism hot spot while also showing the country's dedication to its unique savoir-faire, traditions and heritage. In the US, 50,000 copies of the magazine will be distributed with 40,000 copies included in seven Niche Media publications, including: *Gotham*, *LA Confidential* and more. The first edition in 2014 will include exclusive interviews with Jean-Paul Gaultier and Marion Cotillard.

Dedicated to developing their international presence, the partnership of Atout France and *Le Point* is emblematic of the two organizations' commitment to deepening the global community's knowledge of traveling in France as well as maintaining high editorial standards. With plans for long-term growth and expansion into other countries, both Atout France and *Le Point* bring their expertise in the domains of editing, content, market knowledge and distribution. The magazine will be translated into the four languages of its current target markets and will also hold an inaugural event in each country to celebrate its launch.

Christian Mantei states, "This fruitful partnership will show travelers that France is teaming with cutting-edge and unique attractions. Our rich heritage, craftsmanship, culture, gastronomy and wine will thus be highlighted in the American, Brazilian, Chinese and Russian markets where we have such high potential to further develop our ties."

"This new publication reinforces the global dynamism of *Le Point*'s brand, which first expanded internationally in April 2013 with the culture and art de vivre magazine *Le Point – Caijing*, written in Chinese and distributed in China and Europe in association with the Chinese group SEEC Media" says Cyrille Duval.

### **About *Le Point***

The most dynamic news magazine in France with a 35% growth rate for the past twelve years, *Le Point* sells 412,000 copies per week (source OJD 2012) and drew two million readers in 2012. With a steady growth rate over the past couple of years, *LePoint.fr* received 4,465,000 unique visitors for May 2013 (source Médiamétrie//Netratings) as well as 5,204,685 visitors on its iPhone, Android and Blackberry apps in June 2013 (source OJD).