



For more than 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
499 February	Made in 'local': a strategic opportunity for the point of sale? + SPECIAL EDITION : Le Guide des Marques <i>Trade fair: The Inspired Home Show</i>	Table & Deco Cooking Hotel & Restaurant	Colours and tableware: stirring the emotions to win over customers Cutlery: trends and prospects for 2025? Knives and materials: the keys to referencing and advice Kitchen utensils: what's new? Inspirations & Trends
500 April	 The purchasing pathway <i>Trade fair: The Inspired Home Show</i>	Table & Deco Cooking Hotel & Restaurant	Tableware for individual meals Table linen: heading for the spring/summer 2025 season Cooking utensils: brands as ambassadors of expertise Smart kitchen: technology to enhance the culinary experience Inspirations & Trends
501 June	Packaging: time for an eco-responsible approach + SPECIAL EDITION : Guide Technique des Nouveautés	Table & Deco Cooking Hotel & Restaurant	Tableware & Giftware: developing your tools Creating a sensorial shopping experience Cutlery - still a buoyant market! Patisserie: responding to a passionate clientele Inspirations & Trends
502 August	The revival of the 'drugstore' concept <i>Trade fair : Maison & Objet</i>	Table & Deco Cooking Hotel & Restaurant	Porcelain and design Festive collections: anticipating and maximising seasonal sales Preservation: are innovations meeting expectations? Changing culinary practices: meeting expectations Inspirations & Trends
503 October	Storytelling: new formats and creative languages to attract and retain customers	Table & Deco Cooking Hotel & Restaurant	Tableware, more desirable than ever! Glassware: between tradition and technical innovation Multifunctional utensils: the answer to modern kitchens The convivial kitchen: what's new? Knife making Inspirations & Trends
504 December	Associated services: a lever for building customer loyalty <i>Salons : Maison & Objet, Ambiente, SIRHA, Milano Home</i>	Table & Deco Cooking Hotel & Restaurant	Silversmithing: reinventing itself while preserving know-how Tableware: slow deco and CSR Cooking utensils: trends for 2026 Household products: is the market still booming? Inspirations & Trends

Offrir-retailers.com

With over 5000 items and over 1500 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 Guide)

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 – 65th issue in figures: 36 000 copies
370 distributing stores
400 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 2025

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
<i>Double cover</i>	<i>Inside cover + opposite page</i>	<i>+ € 1 000</i>
Inside – Offrir International		Prices
Page	210*297mm + MOVING or CATEGORY banner	€ 2 550
½ page	'Height': 85*260mm 'Width': 180*125mm	€ 1 740
<i>Specific location</i>	<i>Opposite Contents, opposite editorial, start of section</i>	<i>+ € 600</i>
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

CONTENT

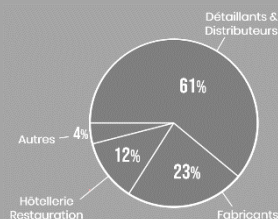
Native Advertising		
A4 info. summary	<i>In the 2025 Specialist Guide to New Products special edition: information summary of your product on one A4 page, interactive (QRCode).</i>	450 €
Advertorial	<i>Creation of 2 pages of interviews – Circulated in hard copy review and on the web</i>	On quote

INTERNET

Advertising		
Newsletter banner <i>(1080*140px, .jpg)</i>	Offrir International industry news – Bimonthly newsletter sent to ~17 000 prof. Product selections – Bimonthly newsletter sent to ~18 000 prof.	€ 600 € 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
 8 400 copies: Total paid-for distribution (84% of subscribers)
 3.5 readers per copy distributed
 37 000 well-informed readers (32 000 France | 5 000 International)
 Online: ~10 500 visitors/month



NEWSLETTERS

Newsletter – industry news: ~17 000 subscribers (FR: 60% INT: 40%)
 55% Retailers & Distributors | 29% Manufacturers | 10% Hotel-Restaurant industry | 6% Other
 Newsletter – Products: ~18 000 subscribers (FR: 55% INT: 45%)
 64% Retailers & Distributors | 18% Manufacturers | 14% Hotel-Restaurant industry | 4% Other