

STB Brussels – French Top general magazine

STB Brussels is calling for sponsorship from Singapore tourism industry stakeholders to showcase your products and services through print and online media coverage in the French top tier media Le Figaro Magazine, as part of an upcoming individual media fam opportunity, in March 2024.

<p>Background</p>	<p>Media publications help to drive advocacy to shape perception of Singapore as an exciting and vibrant destination.</p> <p>STB Brussels is supporting an individual media fam to host the journalist of Le Figaro Magazine, Sarah Chevalley and a photographer, Eric Martin, in March 2024 in Singapore.</p> <p>Le Figaro Magazine is a prominent French weekly magazine that covers a wide range of topics including politics, society, culture, and lifestyle. It is part of the larger media group, Le Figaro. The Figaro Magazine is the weekend supplement of the newspaper which is one of the oldest and most influential newspapers in France.</p> <p>Le Figaro Magazine caters to an educated and affluent readership which has a high purchasing power and like to invest it in their passions. They like to purchase luxury items for lifestyle enhancement, fine arts, technology, luxury travel, cultural experiences, and exclusive events. These preferences align with the audience's sophisticated lifestyle and their pursuit of both financial success and enriching experiences.</p> <p>Le Figaro Magazine targets an upscale readership—professionals, executives, and intellectuals—offering in-depth insights on politics, culture, and lifestyle.</p> <p>Reach:</p> <ul style="list-style-type: none"> - 375 376 print circulation - 1 352 000 unique visitors/monthly <p>The journalists will travel to Singapore for a big focus on the Eastern & Oriental Express operated by Belmond and to get inspiration for an article to be published in spring 2024.</p>
<p>Objectives</p>	<ul style="list-style-type: none"> - Offer a focus on the Eastern & Oriental Express operated by Belmond and starting in Singapore - Encourage French holidaymakers to travel to Singapore in 2024 and beyond - Capture the attention of Established Careers and convince them that Singapore is the destination that's worth their time - Put the spotlight on novelties of the destination to caters to their audience interest such as hotels, restaurants and cultural experiences - Highlight the specificity of the destination via cultural experience around the Peranakan culture of Singapore.
<p>Details</p>	<p>Extensive online and print coverage.</p> <p>The main article will be a 9 pages-long print article in Le Figaro Magazine, which will also be published on Le Figaro website. Additionally, the media has a dedicated online article format for hotel reviews, called “The expert opinion”.</p> <p>The project's starting point is a focus on the Eastern & Oriental Express. But, as its departure point, Singapore will also be a key theme of the reportage. It will be an opportunity to generate further interest from French travellers with a high purchasing power by covering additional angles such as new and sustainable addresses, awarded restaurants and unique cultural traits such as the Peranakan culture.</p>

Types of sponsorship	In line with our objective to showcase Singapore as an exciting holiday destination, we are looking for accommodation partners, experiences providers and restaurants that could host the journalists and provide different services for them.
For any queries, please contact	Siti Aminah, Senior Officer, Northern & Southwestern Europe (London) and Western Europe (Brussels) (siti_aminah@stb.gov.sg) Please reach out to STB WESTERN EUROPE via above email to register if you would like to host any items in this project.