

RAYONBOISSONS

LE SPÉCIALISTE DES BOISSONS EN GRANDE DISTRIBUTION

2025 EDITORIAL CALENDAR

JANUARY

- Liqueurs
- Val de Loire wines
- Energy drinks

FEBRUARY – SPECIAL WINE PARIS

- White spirits (Gin, Rum, Vodka, Tequila)
- Beer Fairs
- Languedoc-Roussillon wines (PDO-PGI)
- Wines from South-West of France (PDO-PGI)

February 10th
E-news
Beers special

MARCH

- Rosé wines
- Fruit juices
- Canned drinks
- Ready to drink/Mixology

APRIL

- Soft drinks (sodas, still drinks based on fruit juices or tea)
- Beers
- Burgundy and Beaujolais wines

MAY

- Premium whiskies
- Syrups
- Organic and reasoned wines (PDO-PGI)
- Branded wines (PDO-Varietal wines-French wines)

JUNE

- Waters
- Rums
- Wines from Provence-Corsica (PDO-PGI)
- No & low (less or non-alcoholic beverages)

June 23rd
E-news
Wine fairs special

JULY/AUGUST

- Wine fairs
- Apéritifs (bitters, anise drinks, winebased apéritifs/dessert wines, ports)
- Foreign wines (still and sparkling wines)
- Ciders

July 7th
E-news
Wine fairs
special

SEPTEMBER

- Champagnes
- Whiskies
- Beer cellars
- Bag-in-Box® wines

September 9th
E-news
Whiskies special

OCTOBER

- Sparkling wines
- Non alcoholic beverages (water and soft drinks)
- Alsace / Jura and Savoy wines

NOVEMBER

- Specialty beers
- Premium rums
- Vins de France premium wines
- Bordeaux wines

November 18th
E-news
Beer special

DECEMBER

- Special Packaging
- Brandies (Cognac / Calvados / Armagnac)
- Rhône Valley wines
- **Special Innovations**
(magazine supplement)

December 8th
E-news
2025 Innovations
special

RAYONBOISSONS

LE SPÉCIALISTE DES BOISSONS EN GRANDE DISTRIBUTION

2025 RATES

> MAGAZINE



> Advertising spaces (ex. VAT)

Double-sided flap.....	20 280 €	Double page + feature.....	10 490 €
Double-sided cover.....	19 710 €	Opening feature page.....	7 430 €
Back cover.....	11 530 €	Right hand page + feature.....	6 420 €
Inside front cover or facing editorial page.....	8 990 €	Left hand page + feature.....	5 610 €
Inside back cover.....	6 290 €	½ page right hand page.....	3 830 €
Opening double page.....	12 900 €	½ page left hand page.....	3 520 €
1 st right hand page.....	8 350 €	¼ page right hand page.....	2 360 €
		¼ page left hand page.....	2 170 €

> Bound or loose inserts

- Double sided.....	8 060 €
- 4 pages.....	11 520 €
- 6 pages.....	15 250 €

> Discounts

Quantity

2 insertions.....	4%
3 insertions.....	6%
4 insertions.....	8%
5 insertions and more....	10%

Loyalty

2 years...2%
3 years...3%
4 years...4%
5 years...5%

Budget development : 3%

Agency discount : 15%

> Additional fees

WINE PARIS special issue : 10%

> DIGITAL: e-news and website (Ex. VAT)



NEW !

4 different sizes

- Banner/Advertorial/Box ad
2 week package.....2 800 €
4 week package4 600 €
- Wallpaper / 1 exclusive advertiser
2 week package.....3 500 €
4 week package5 400 €

HAVE YOU SAY

Your turnkey advertorial in the magazine + hosted on the web site rayon-boissons.com