



**Launching  
Factory**



274 million people speak French worldwide,  
of whom more than 70 million live in France and its neighbouring countries.

However, only 51% of French people say they can converse in another language, while 57% can't read an article written in a foreign language.

Only 26% of French people say they read books, newspapers or magazines in a foreign language. 32% say they could do so in English, 5% in German.

# Launching Factory has a range of options for you to choose from, depending on your priority

## LAYOUT OPTION

### SOURCE PAGE

### The same great look



4,000 characters in English



- Same format
- Same layout
- Content adjusted after translation

4,000 characters in French, i.e. +/- 800 chars cut after translation

**Advantages:** Your visual identity is preserved, and you can work with your usual printer and paper.

## CONTENT OPTION

### Your articles, comma for comma



- Comprehensive translation of your texts
- Adaptation of the layout and/or format

+/- 4,800 characters in French

**Advantages:** No need for editorial control over the French version. You can print closer to the market to reduce transport costs.

## ADAPTATION OPTION

### Perfectly gallicised content



- Selection of content most likely to interest French readers
- Additional editing (notes, sidebars, timelines, glossaries, etc.) to help bridge cultural divides

3,200 characters in French + mini-glossary

+ one additional article

**Advantages:** Less pages than the original, and a better match between the content and target audience.

That's why, together with its partners Rampazzo & Associés and Courier international, Presstalis Distribution Factory is offering to help you develop a French version of your title.

**LAUNCHING  
FACTORY**

**THREE  
EXPERT  
PARTNERS**

**MARKET  
RESEARCH  
SALES ANALYSIS  
AND  
FORECASTING**

**MANAGEMENT  
OF QUANTITIES  
BY POS**

**TARGETED  
DISTRIBUTION**

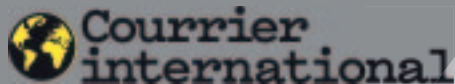


Presstalis Distribution Factory is the international division of Presstalis, the number one press distribution company in France. It provides a comprehensive range of services to French editors exporting abroad and to foreign editors importing into France. Presstalis Distribution Factory is your one-stop shop for single-issue sales, sales outside the press network, subscription management and development of your titles.



**TRANSLATION  
ADDITIONAL  
CONTENT**

**OUTSOURCED  
EDITORIAL  
SERVICES  
LAYOUT  
COPY-EDITING  
SERVICES**



For twenty-five years, the weekly news magazine *Courrier international* has been providing its readers with a selection of the best articles from the foreign press, translated into French. Every week, more than 50 journalists review 1,500 newspapers, magazines, websites and blogs from across the globe. *Courrier international* also provides articles writing and translation services for businesses, local governments and print publications.

**RAMPAZZO & ASSOCIÉS**

Rampazzo & Associés is an editorial and graphic design consultancy (editorial service, change of format, new layout, etc.). For more than thirty years, it has been partnering with editors (Le Monde in France, Groupe Ringier or Coop in Switzerland, TelQuel Média in Morocco, etc.) to support them in developing and modernising their titles. It also provides outsourced editorial services and acts as a publishing platform (approximately 10,000 pages a year).