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PRESS RELEASE

Hachette Livre acquires the Routard brand

Hachette Livre announces the acquisition, effective 1st October 2025, of the Routard brand and its constituent elements, developed by Philippe Gloaguen. As part of the agreement, the Group will also increase its stake to 100% in Cyberterre, publisher of the Routard.com website.

Co-created by Philippe Gloaguen in 1973 and published by Hachette Livre since 1975, Routard has been synonymous with travel for more than 50 years in France. An iconic brand and the bestselling collection of travel guides on the market, Routard currently offers 160 titles, as well as illustrated books and special editions on travel. A wide community of loyal readers and travelers has formed around the brand, which can be found both in bookstores and on Routard.com.

After many years of fruitful collaboration with Hachette Livre, Gloaguen has decided to sell his brand and its constituent elements to the Group, in order to ensure that his work will live on and continue to reach new audiences. Hachette Livre is committed to preserving the identity of Routard and the values integral to its success.

Philippe Gloaguen, co-founder of Routard: *"Fifty years ago, I imagined a new vision for travel. This exceptional brand has since grown and been shaped by many years of collaboration with Hachette Livre. Today, it's with confidence and pride that I'm placing Routard in their hands, so that they can continue the journey while preserving its unique spirit and legacy."*

Isabelle Magnac, Executive Vice-President of Hachette Illustrated Books: *"Routard, an iconic brand with strong values, has worked with us for 50 years and is now entrusting us with its journey into the future. We're honored by this trust and we remain committed to guiding and inspiring travelers by maintaining the excellence and visionary spirit that set the brand apart."*



Hachette Livre is a subsidiary of Lagardère SA and the world's third-largest mainstream publishing group (trade and educational). With revenue of €2,873 million in 2024, it is the market leader in France, number two in the UK, third in Spain and in the US (in trade publishing). The Group comprises over 200 imprints which together publish around 15,000 new titles each year in a dozen languages (mainly French, English and Spanish). Hachette Livre covers all segments of the mainstream publishing market: general fiction, nonfiction, paperbacks, children's and YA books, illustrated books, travel guides, textbooks, study guides and partworks.

<https://www.hachette.com/>

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