

# FRANCE

Print | Radio | Television | Internet | Outdoors



Paris  
Tour Eiffel

## Print

### LES ECHOS



Periodicity	Daily
Distribution	National
Language	French
Type	News/Information
Subcategory	
Circulation	137.475
Readers	700.000

### FEMME ACTUELLE



Periodicity	Weekly
Distribution	National
Language	French
Type	Female
Subcategory	
Circulation	997.814
Readers	6.742.000

### GALA (France)



Periodicity	Weekly
Distribution	National
Language	French
Type	Female
Subcategory	Female news, trends, fashion.
Circulation	321.265
Readers	2.964.000

### JOURNAL DU TEXTILE



Periodicity	Weekly
Distribution	National
Language	French
Type	Textile
Subcategory	Clothing, households
Circulation	14.749
Readers	72.000

### LE POINT (NATIONALE)



Periodicity	Weekly
Distribution	National
Language	French
Type	News/Information
Subcategory	
Circulation	419.223
Readers	1.993.000

### TELE LOISIRS



Periodicity	Weekly
Distribution	National
Language	French
Type	News/Information
Subcategory	TV guide, Movies, Current events.
Circulation	1.305.559
Readers	5.541.000

### VOICI



Periodicity	Weekly
Distribution	National
Language	French
Type	Female
Subcategory	Current events
Circulation	462.182
Readers	4.484.000

### VSD



Periodicity	Weekly
Distribution	National
Language	French
Type	News/Information
Circulation	197.482

## Print

### TELE 2 SEMAINES



Periodicity	Twice-Monthly
Distribution	National
Language	French
Type	News/Information
Subcategory	TV guide
Circulation	1.205.088
Readers	6.294.000

### CA M'INTERESSE



Periodicity	Monthly
Distribution	National
Language	French
Type	News/Information
Subcategory	Science
Circulation	223.035
Readers	2.958.000

### CAPITAL (France)



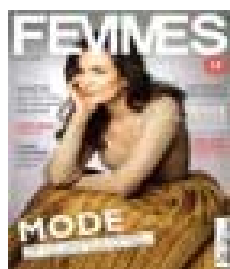
Periodicity	Monthly
Distribution	National
Language	French
Type	Economy/Finance
Subcategory	Banking, investments, business.
Circulation	375.261
Readers	2.664.000

### ENJEUX LES ECHOS



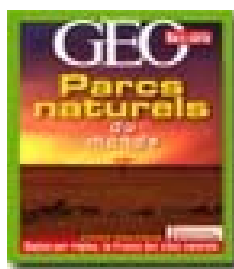
Periodicity	Monthly
Distribution	National
Language	French
Type	Economy/Finance
Subcategory	Business, investments
Circulation	127.499
Readers	

### FEMMES



Periodicity	Monthly
Distribution	National
Language	French
Type	Female
Subcategory	TV guide
Circulation	90.000

### GEO (France)



Periodicity	Monthly
Distribution	National
Language	French
Type	Tourism
Subcategory	Geography, holidays, travels.
Circulation	290.667
Readers	4.914.000

### GEO ADO (France)



Periodicity	Monthly
Distribution	National
Language	French
Type	Tourism
Subcategory	Young magazine
Circulation	65.168
Readers	538.000

### MEDIA CUISINE (combo Guide Cuisine + Cuisine Actuelle)



Periodicity	Monthly
Distribution	National
Language	French
Type	Food
Circulation	238.448
Readers	2.994.000

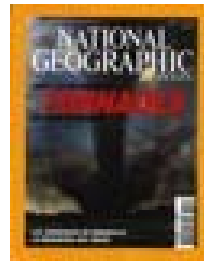
## Print

### MEN'S HEALTH FRANCE (France)



Periodicity	Monthly
Distribution	National
Language	French
Type	Male
Circulation	70.000

### NATIONAL GEOGRAPHIC FRANCE (France)



Periodicity	Monthly
Distribution	National
Language	French
Type	News/Information
Subcategory	Culture, science
Circulation	141.896
Readers	2.043.000

### PRIMA (France)



Periodicity	Monthly
Distribution	National
Language	French
Type	Female
Circulation	535.984
Readers	2.630.000

### ROLLING STONE FRANCE (France)



Periodicity	Monthly
Distribution	National
Language	French
Type	Music/Life - Style

### ROSEBUZZ



Periodicity	Monthly
Distribution	National
Language	French
Type	Fashion

### MANAGEMENT



Periodicity	11 X years
Distribution	National
Language	French
Type	Economy/Finance
Circulation	119.259
Readers	808.000

### JALOUSE



Periodicity	10 X years
Distribution	National
Language	French
Type	Life - Style
Circulation	84.812
Readers	300.000

### LE MAGAZINE DE L'OPTIMUM



Periodicity	10 X years
Distribution	National
Language	French
Type	Male
Circulation	56.031
Readers	300.000

## Print

### L'OFFICIEL DE LA COUTURE ET DE LA MODE DE PARIS



Periodicity	10 X years
Distribution	National
Language	French
Type	Fashion
Circulation	96.151

### MUTEEN (France)



Periodicity	10 X years
Distribution	National
Language	French
Type	Female
Circulation	63.365
Readers	350.000

### SERIE LIMITEE



Periodicity	10 X years
Distribution	National
Language	French
Type	Life - Style
Circulation	138.726
Readers	608.000

### PRIMA MAISON



Periodicity	8 X years
Distribution	National
Language	French
Type	Furniture
Circulation	60.091
Readers	984.000

### L'OFFICIEL VOYAGE



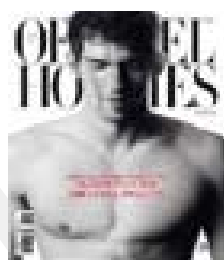
Periodicity	6 X years
Distribution	National
Language	French
Type	Tourism
Circulation	25.000
Readers	70.000

### PRIMA CUISINE GOURMANDE



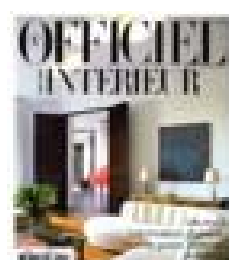
Periodicity	6 X years
Distribution	National
Language	French
Type	Food
Subcategory	Oenology, gastronomy
Circulation	63.020

### L'OFFICIEL HOMMES (France)



Periodicity	4 X years
Distribution	National
Language	French
Type	Life - Style
Circulation	50.000

### L'OFFICIEL INTERIEUR



Periodicity	2 X years
Distribution	National
Language	French
Type	Furniture
Circulation	350.000

## Print

### L'OFFICIEL DESIGN 1000 MODELES



Periodicity	Annual
Distribution	National
Language	French
Type	Furniture
Circulation	12.849

## Radio

### FUN RADIO



Distribution	National
Language	French
Type	Music
Daily Aud.	3.4%
Daily Penetration	6.2%

### RMC



Distribution	National
Language	French
Type	Generalist
Daily Aud.	2.0%
Daily Penetration	2.6%

### RTL



Distribution	National
Language	French
Type	Generalist
Daily Aud.	17.7%
Daily Penetration	17.2%

### RTL2



Distribution	National
Language	French
Type	Music
Daily Aud.	2.8%
Daily Penetration	4.3%

## Television

M6



**Distribution** National  
**Language** French  
**Sector** Generalist  
**Tech.Penetration** 95%

Fashion TV (panregional)



**Distribution** International  
**Language** English  
**Sector** Fashion  
**Subcategory** Life-style, Glamour & Beauty

PARIS PREMIERE



**Distribution** National  
**Language** French  
**Sector** Generalist  
**Tech.Penetration** 27%

TEVA



**Distribution** National  
**Language** French  
**Sector** Theme channel  
**Subcategory** Women's  
**Tech.Penetration** 33%

FUN TV



**Distribution** National  
**Language** French  
**Sector** Theme channel  
**Subcategory** Music/Youth  
**Tech.Penetration** 8,3%

W 9



**Distribution** National  
**Language** French  
**Sector** Entertainment  
**Subcategory** Music and series  
**Tech.Penetration** 66%

M6 MUSIC



**Distribution** National  
**Language** French  
**Sector** Theme channel  
**Subcategory** Music  
**Tech.Penetration** 16%

TF 6



**Distribution** National  
**Language** French  
**Sector** Entertainment  
**Subcategory** Reality TV, films and magazines.  
**Tech.Penetration** 12%

NICE

## Internet

### Caminteresse.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Science
<b>Users</b>	25.000 per month

### Capital.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Economy/Finance
<b>Users</b>	786.000 per month
<b>Page Impression</b>	10.963.000 per month

### Cuisine Gourmande.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Food
<b>Users</b>	3.000 per month

### Cuisineactuelle.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Food
<b>Users</b>	3.000 per month

### Guidecuisine.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Food
<b>Users</b>	3.000 per month

### Femmeactuelle.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Woman's magazine
<b>Users</b>	900.000 per month
<b>Page Impression</b>	7.761.000 per month

### Gala.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Consumer/Women's
<b>Users</b>	680.000 per month
<b>Page Impression</b>	5.607.000 per month

### Geomagazine.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Tourism
<b>Users</b>	293.000 per month
<b>Page Impression</b>	4.500.000 per month

## Internet

### Management.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Economy/Finance
<b>Users</b>	15.000 per month

### Nationalgeographic.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Science
<b>Users</b>	36.000 per month

### Prima.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Woman's magazine
<b>Users</b>	48.000 per month

### Voici.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Consumer/Women's
<b>Users</b>	711.000 per month
<b>Page Impression</b>	5.954.000 per month

### Vsd.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Free time
<b>Users</b>	36.000 per month

### Lesechos.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Economy/Finance
<b>Users</b>	1.300.000 per month
<b>Page Impression</b>	20.000.000 per month

### M6.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Media

### M6music.fr



<b>Language</b>	French
<b>Type</b>	Web
<b>Sector</b>	Music/Hi Fi

## Outdoors

### Superboards

A Superboard is a standalone structure with a 12 x 4 m advertising field.

The impressive and spectacular Superboard format lends prestige and credibility to a brand.

Superboards are all strategically placed next to the highest-traffic routes in major cities.



### SuperSites

A Supersite is a large format standalone structure with external lighting.

each Supersite delivers 42 to 75 square meters of branding power and are located on national highways and major urban arterial routes.

All Supersites are illuminated from dusk to specified times. Some are backlit.



### 6 x 3 m Billboards

6 x 3 m Billboards can be considered as the most wide-spread and popular format which works well for any type of advertising campaign.

6 x 3 m Billboards display an effective exposure to motorist and pedestrian traffic flows.



### 4 x 3 m Billboards

A 4x3m Billboard is a freestanding single or double-sided vertically positioned advertising panel.

4x3m Billboards have prime locations on central highways and in city centers.



### Airport and Transit Advertising

Located internally in the high traffic areas at both domestic and international terminals in all major airports.

With sites located in main concourses, check-in, baggage claim and near departure lounges, Airport Advertising reaches business travelers and the international and domestic visitors markets.



### P. O. S. Advertising

POS advertising is mainly located in supermarkets, at entrances to supermarkets and shopping malls, and shopping mall car parks.

POS advertising prime location ensures 100% audience coverage, allowing the direct contact with the targeted shopping audience.

