



The discovery magazine that amusingly explains today's world

Identity

Lauch Date	:1981
Frequency	: Monthly
On-Sale Date	: Beginning of each month
Cover Price	: 3.50
Issues per year	: 12
Average pages per issues	: 132
Format	: 22.4 x 28.3 cm

Circulation

France Paid 2007-2008	: 235 352 copies
Newsstand Sales	: 52%

Readership

Total Adults	: 3 398 000 (AEPM 2007-08)
Executives	: 840 000 (FCA 2007)
High Incomes	: 430 000(FHR 2007)

Editorial Concept: The popular diccovery magazine that covers interesting and fascinating subjects on a multitude of topics in a lively manner where learning becomes a form of entertainment

Core Audience: Curious open-minds that want to know how things work, background information and the latest development in products and trends; young families taking active roles in their children's education.

Worldwide G+J Couterparts: A successful concept with 6 editions in Europe: PM launched in Germany in 1978, Muy Interessante in Spain in 1981, Focus in Italy 1992 and Poland 1995, and Quest in the Netherlands 2004.

News Flash: A new and improved formula since July 2005 presents more exciting photographs, elaborate and informative graphics to intensify the learning experience

Journalistic Approach: As the title « This Interests Me », *Ca M'Intéresse* strives to bring its readers captivating information al sorts of topics that could interest them from human beings and their environment, politics, economics, history, sociology, sports , entertainment, research and technology.

Knowing that the deisre to understand something begins with curiosity and amazemen, *Ca M'intéresse's* articles are written with elements of surprise, humor and imagination proving that research does not have to be boring.

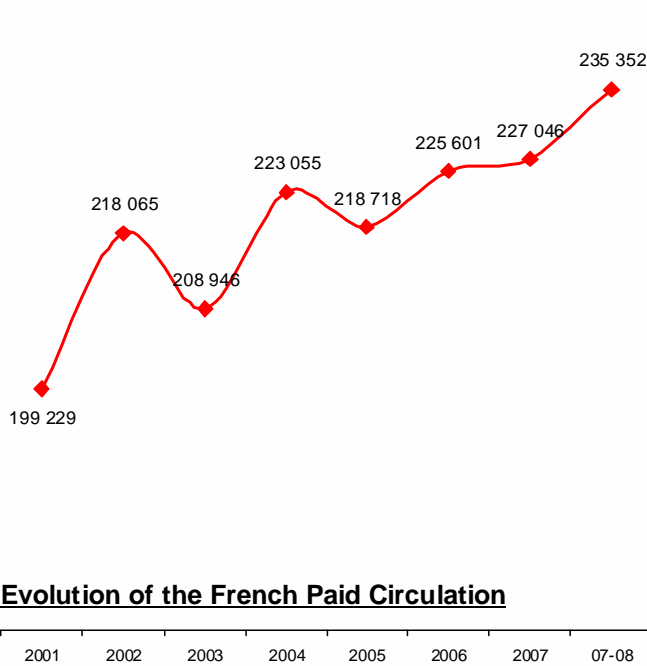
Branded Products: Puzzles, games, books, DVDs and other interactive products are available for those who recognize and love the entertaining of the educational factor of the Ca M'Intéresse brand. Special « Hors Series » collector issues are also published four times a year with specific themes dedicated to each issue.

Readership Profile

	All French readers 3.4 million	Ca M'intéresse readers 49.9 million	Index: All French= 100
Men	48%	46%	96
Women	52%	54%	104
15-24 years	15%	11%	71
25-49 years	41%	57%	137
50-64 years	23%	24%	103
65 years +	20%	9%	43
Employed	54%	69%	128
Double Income HH	46%	58%	127
AB+ Household	31%	45%	143
Children<15 years	32%	41%	129

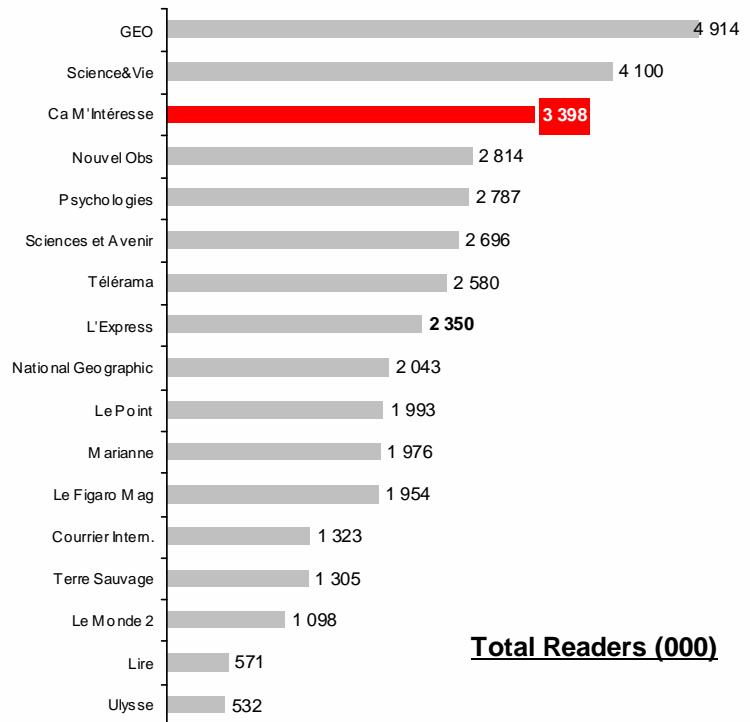
Source AEPM 2007-08

Historical quantitative dynamism



Evolution of the French Paid Circulation

Sources : OJD, AEPM 2007-08



5 good reasons to choose Ca M'intéresse

1- Understand to live a better life

CM is a multi thematic magazine of comprehension and support to help you live and consume better in a world extremely rich and complex

2- Its positive and playful tone

Constructive, entertaining, concrete, accessible.
Simple but never simplistic !

3- A rich and adaptable offer

A plurisectorial environment enriched with hors series and special operations

4- Spectacular results

A circulation and audience at its highest for over 10 years! Amazing performances concerning consumers with a strong buying power.

5- Its primary target: young double income families

Curious, open-minded and innovative consumers

2009 Ad Rates

Full page 4C 15 760€

Cost per thousand

CPT AEPM 4.6€

CPT Executives 18.8€

CPT High Incomes 36.7€

For proposals,
Please contact us.

Technical Information

Page size: Bleed 224x283

Non-Bleed 194x258

File format: Tiff-It/P1

Resolutions: CT 12l/mm

LW 100l/mm

A 10mm gap around the page is
needed. The space must contain
registration and trim marks.

www.caminteresse.fr

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