

N°1 Women's weekly & most read magazine in France* !

Cover Price :	1.30 €
Frequency :	Weekly
On sale date :	Monday
Launch Date :	1984
Circulation (OJD 2007-2008)	
France :	997 805 copies
Total:	1 048 648 copies
Readership (AEPM 07-08):	
Womens	4 973 000 19.2%

- Editorial Concept:** The generalist women's magazine that talks about life and touches on all the different topics that could interest today's modern woman from fashion and cosmetic, health, living, literature and entertainment. Having started off as a pioneer in its sector, Femme Actuelle has remained the uncontested n.1 weekly in France for over 20 years.
- Core Audience:** Modern, Free-spirited, optimistic women with a wealth of interests, emotional, passionate « on a whim » consumers, sensitive to their own needs as well as the world around them.
- Journalistic Approach:** For over 2 decades, Femme Actuelle has captured French women with its simple, direct « matter of fact » tone that has proven to win over its readers' trust. Most open on society, most useful in readers' daily lives and always adapting to keep abreast with every woman's evolving needs, Femme Actuelle holds a true bond with its readers. It's a truly modern and thorough source of inspiration and information.

Readership profile

6 742 000 readers with 4 973 000 women readers (Source : AEPM 07-08)

	All French women	Femme Actuelle women readers	Index
	25 940 000	4 973 000	
15-24 years	14,2%	10,8%	76
25-34 years	14,8%	13,2%	89
35-49 years	25,3%	29,9%	118
50-64 years	23,1%	25,6%	111
65 + years old	22,6%	20,5%	91
Employed	48,4%	51,8%	107
AB HH	29,5%	28,4%	96
Urbans (cities >100 000+ inhab & Paris)	45,1%	43,8%	97
Children <15 years old	31,5%	33,6%	106

Femme Actuelle : a fantastic consumption booster

Each week, million of consumers for your products!

Beauty : 4.9 million heavy users of beauty products
4.6 million heavy users of selective perfume

Fashion : 4.9 million heavy buyers of clothing
4.9 million heavy buyers of lingerie

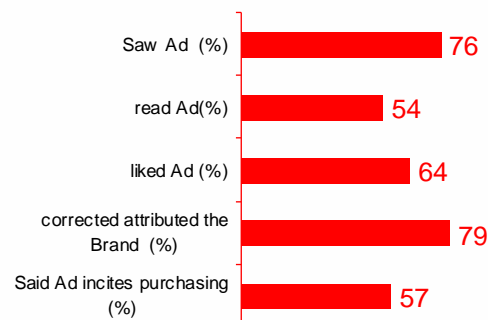
Travel: : 3.6 million women who travel frequently

Food & Beverages : 4.9 million buyers fresh & packaged products

Source : SIMM 2008 / indicex vs total french Women pop

Readers that are seduced by advertising

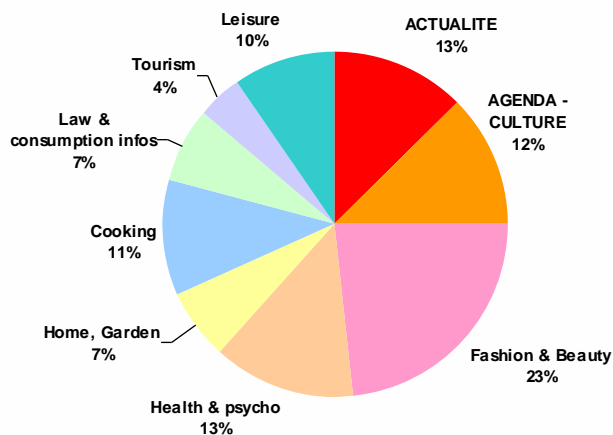
8 out of 10 readers declare to have noticed the ads,
1 out of 2 said it actually incited them to purchase



Source : Vu-Lu publicitaires / 228 publicités panel online femmes Prisma Presse 2005-2008

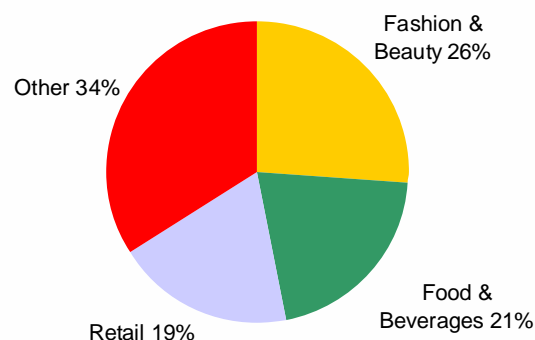
Femme Actuelle is the true general-interest magazine

Editorial content



Source : Publisher *april-july 2007

Advertising Portfolio



Source : Secodip 2007

www.femmeactuelle.fr

For Website Advertising Information

Contact us:

International Advertising Department:

Phone: + 33 1 44 15 33 05 / 34 05

Fax: + 33 1 44 15 34 86

2009 Ad rates :

Full Page 4c 38 780€

Spread page: 75 300€

Discounts : Volume start from 4%

Technical infos:

Bleed : 225 X 284

Add 4 mm all around

PDF High resolution

PDF - Magazine Ads_1v3

Ghent PDF Workgroup (www.gwg.org)