



N°1 read of Executives, France's reference for magazine excellence

Identity

Launch Date	:1979
Frequency	: Monthly
On-Sale Date	: 1st week of each month
Cover Price	: 5 €
Issues per year	:12
Average pages per issues	:160
Format	: 21.3x27 cm

Circulation (OJD 2007-2008)

France Paid	:290 673 copies
New sstad Sales	:33%

Readership

Total Adults	:4 914 000 (AEPM 2007-2008)
Executives	:1 414 000 (FCA 2007)
High Income	:767 000 (FHR 2007)

Editorial Concept: The premium discovery magazine with amazing photography, award-winning historical, geographical and ethnographic reports that make it the French reference for publishing excellence. (Winner of Best Discovery Magazine of the Year 2003) GEO's leadership remains unchallenged : the only magazine to achieve a large paid circulation with a high cover price.

Core Audience: People interested in exploring with an open mind all the beauty and cultures the world has to offer.

Worldwide GEO Editions: Launched in Germany in 1976, France 1979, Spain 1986, Russia 1998, Italy 2005, and for the first time in magazine history..

a simultaneous launch in 6 countries: Czech Republic, Slovakia, Hungary, Croatia, Romania, and Turkey in October 2005

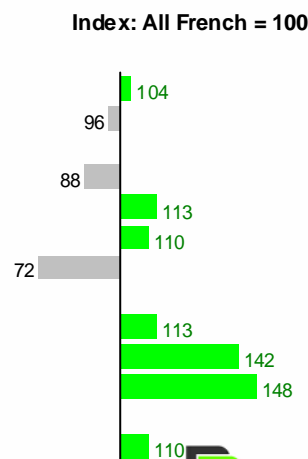
Journalistic Approach: GEO travels around the world depicting its journeys through contemporary photography and journalism of the highest caliber. Authors and researchers report on national peculiarities and breath-taking worldwide discoveries from an absorbing and continually new perspective. Through a variety of editorial angles and investigative reports, *GEO* often digs beneath the surface to analyse the geographical significance and historical background of events linked to the earth itself and the society that lives in its splendor.

Branded Products: Books, travel guides, calendars, CD and DVD collections. GEO's « Hors Series » collector issues are also published 4 times a year with specific themes dedicated to each issue.

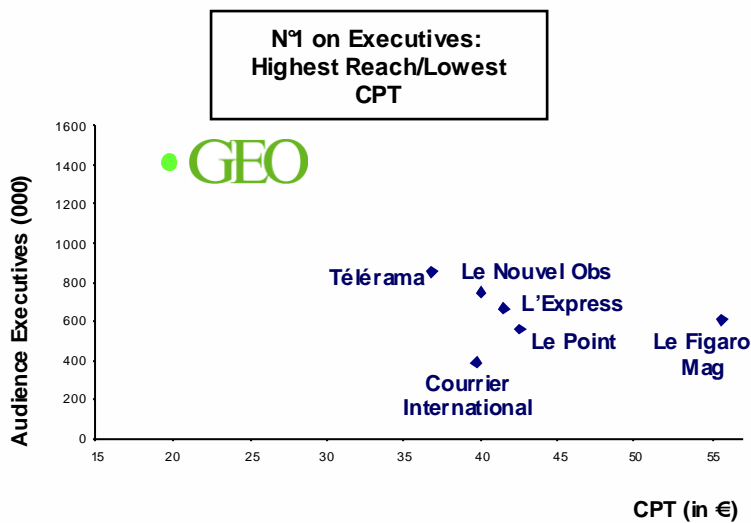
Readership profile

4 914 000 readers (AEPM 2007-08)
1 414 000 employed readers (Ipsos FCA 2007)
767 000 high income readers (Top 8% - Ipsos FHR 2007)

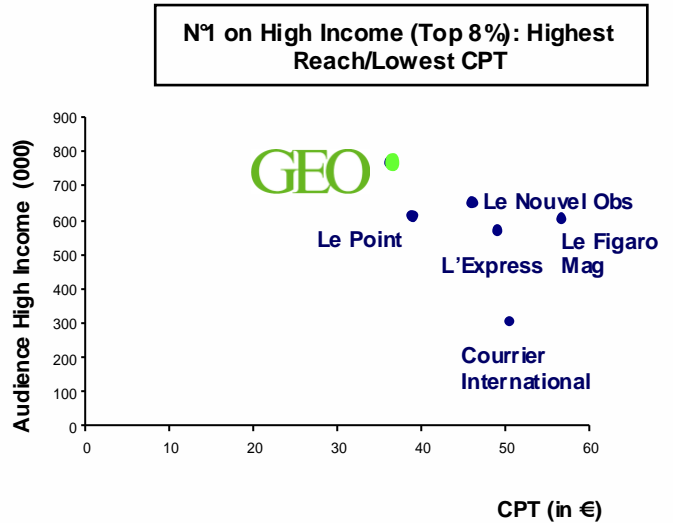
	All French	GEO readers
	49.9 million	4.9 million
Men	48%	50%
Women	52%	50%
15-24 years	15%	13%
25-49 years	41%	47%
50-64 years	23%	26%
65 years +	20%	15%
Employed	54%	62%
Household	31%	45%
AB+ Household	27%	39%
Urban	45%	50%
(Paris&cities 100 000+ inhab)		



The most efficient magazine for High socio-economic targets



Source : Ipsos FCA 2007



Source : Ipsos FHR 2007

5 good reasons to choose GEO

1- A contemporary brand

Celebrating its thirtieth anniversary in 2009, GEO has never been this modern. Rewarded several times this year for its editorial approach deeply rooted in our society.

2- Its aestheticism

GEO, the High End monthly magazine of photojournalism inviting you to see and think.

3- The REFERENCE for sustainable development

Green Magazine since 1979, GEO didn't wait for sustainable development to become « the new fad » in order to defend values of respect and humanism.

Miles away from boring speeches, an optimistic and clear title : section Geoptimistic, « each month, some good news from the Earth ».

4- The most read monthly magazine by Senior Executives

Read by 1 out of 10 French People, GEO is leader with Senior Executives and High Incomes.

5- A primary target of hedonistic consumers

Employed readers searching for quality, sensations and experiences.

www.geo.fr

For Website Advertising Information please contact us:

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2009 Ad Rates

Full page 4C 28 640 €

Cost per thousand

CPT AEPM 5.8 €

CPT Executives 20.3 €

CPT High Incomes 37.3 €

Technical Information

Page size: Bleed 213x270

Non-Bleed 178x236

File format: Tiff-It/P1

Resolutions: CT 12l/mm

LW 100/mm

For proposals, please contact us.

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