



France's leading women's monthly with 517 252* copies sold per month

Identity
 Launch Date : 1982
 Frequency : Monthly
 On-Sale Date : 3rd week each month
 Cover Price : 2.10 €
 Cover Price Pocket format : 1.90 €
 Issues per year : 12
 Average pages per issue : 185
 Format : 21.3 x 28 cm

Circulation (OJD DSH 2007 / 2008)
 France Paid : 517 252 copies
 Total Paid : 537 767 copies

Readership (AEPM 2007 / 2008)
 Women : 2 192 000
 = 8.4 % Penetration

News Flash: A new formula in January 2009!

Editorial concept: The women's magazine that provides the keys to well being through creative and concrete ideas on a variety of subject matters, along with solutions to personal issues, there are easy to integrate and carry-out on a daily basis.

Core audience: Self-assured modern women that care about their well being and relationships with others, want to simplify and render their everyday more positive, passionate consumers striving to embellish their environment and live high-quality standard of life

News Flash: A new formula as of February 2006 optimizes Prima with more modern, stylish, creative and practical editorial features in a more dynamic better structured layout.

Journalistic approach: Prima has built a relationship with its readers for over 2 decades by portraying the beautiful and positive aspects of life. A true « source of inspiration », as its motto suggest, Prima offers do-it-yourself hints on fashion, cosmetics, decorating, gardening, cooking as well as advice on issues connected with the areas of health, family, psychology and inner reflection. Every month, Prima gives its readers an in-depth look at a modern day topic through a detachable mini-booklet called "Les Essentiels de Prima".

Special Supplementary Issues: « Hors-Series » Each year 3 high-quality collector issues are edited under the Prima brand, on newsstands for 2 months, dedicated entirely to specific themes which vary each year.

Leader in circulation,
3rd women monthly in audience.

The online version of the magazine www.prima.fr announce the major theme and events of the month along with the important dates not to miss. This allows the readers to express their reactions and ask for information in the different sections.

* DFP 2007-2008

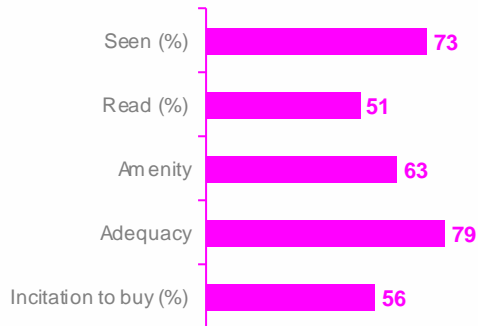
** AEPM 07-08 : 2 548 000 lecteurs

Readership profile

	All French women 25 818 000 million	Prima readers 2 192 000 million
25-34 yrs	14.8%	12.1%
50-64 yrs	23.1%	33.4%
65 yrs +	22.6%	15.1%
Primary target		
35-49 yrs	25.3%	34.1%
Employed	48.4%	58.4%
AB HH	29.5%	37.6%
Urbans (Cities >100 000 inhab & Paris)	45.1%	43.9%
Children <15 yrs	31.5%	33.9%

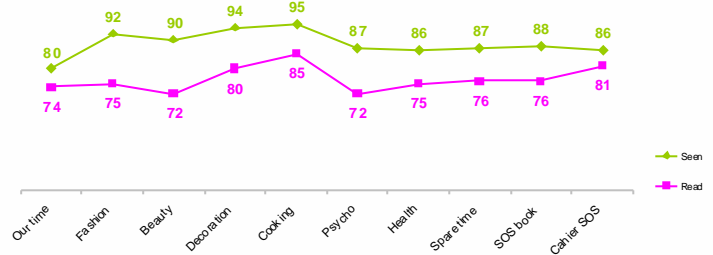


Readers seduced by advertising



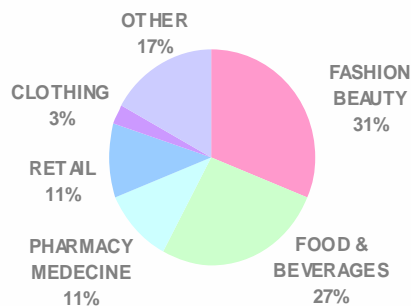
Source : Study Seen-Read
Index : 152 ads / nov 05 - july 08

Open-minded, well-being driven consumers



Source : Study Seen-Read editorials 07-08

Advertising Portfolio 2007



Source : Secodip 2007
(pages except inserts)

www.prima.fr

For Website Advertising Information contact us:

International Advertising Department

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

Fax: +33 1 44 15 34 86

2009 Ad rates

Full page 4C 24 520 €

Cost per thousand

CPT w omen audience 11.2 €

CPT circulated 47.4 €

Technical information :

Page size : Bleed 213X280

Non- Bleed 191X255

Technical Information Pocket format :

Format page : Bleed 175X230

File format : Tiff - It /P1

Resolutions : CT 12L/mm

LW:100L/mm

For proposals, please contact us.

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