



The most complete TV guide+Entertainment magazine all-in-one

Identity

Launch Date	:1986
Frequency	: Weekly
On-Sale Date	: Monday
Cover Price	: 1.05€
Issues per year	: 52
Average pages per issues	:132
Format	:23x29 cm

Circulation

France Paid	: 1 212 089 copies
New stand Sales	: 59%

Readership (AEPM 2007-2008)

Total Adults	:5 564 000
	= Penetration 11.1%

Editorial Concept: The first and leading television magazine to combine popular entertainment content with television channel programming.

Télé Loisirs is renowned for having revolutionized the French market and made way for a new concept in television magazines. 1 million copies sold less than one year after launch!

Core Audience: Young, working families, equipped with cable and satellite access, greatly interested in high technology.

News Flash: Affirming its reputation as a true pioneer, Télé Loisirs was the first magazine to provide content on digital television programs in 2005.

Journalistic Approach: 2 main functions that make Télé Loisirs the premium companion for the television world:

1) Practical TV guide with the most exhaustive coverage (over 100 channels per day!) in a lively and easily legible format

2) Popular entertainment for the whole family: interviews, features, background information on topics related to the media industry (TV, sports, film personalities) in addition to general interest pages including tourism, cuisine and high-technology.

Since 1 out of 10 French people only read TV magazines, Télé Loisirs keeps ahead of the evolving TV environment by continuously enhancing its editorial formula.

Readership profile

5 564 000 readers (Source : AEPM 07-08)

All French (000)	5 564
Men	46,5
Women	53,5
Employed women	51,6
Housewives <50 yrs	23,1
15-24 yrs	20,8
25-34 yrs	17,0
35-49 yrs	26,0
50-64 yrs	21,8
65 yrs+	14,4
ST<35 yrs	37,8
ST<50 yrs	63,8
At least 1 child< 15 yrs	35,5
Employed	56,8
Double income HH	50,1
AB Household	27,6
AB+ Household	24,0
Rural communities	23,5
<20 000 inhab	16,4
20 000-100 000 inhab	14,8
>100 000 inhab	29,9
Paris	15,4
Urbans	45,3

2008 Ad Rates

Full page 4C 28 260 €

Discounts

Volume from 3%

Cost per thousand

CPT AEPM 22.6%

For proposals, please contact us.

Technical Information

Page size:

Bleed 230x290

Non-Bleed 205x260

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.teleloisirs.fr

For Website Advertising Information, please contact us:

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