

The Specialist in free television programming

Identity

Launch Date	: 2004
Frequency	: Fortnightly
On-Sale Date	: Monday
Cover Price	: 0.90€
Issues per year	: 26
Average pages per issue	: 140
Format	: 22.5x27.3 cm

Circulation (DFP 2007-2008)

France Paid	: 1 127 507 copies
Newsstand Sales	: 84%

Readership

Total Adults	: 3 301 000 (AEPM 2007-2008)
--------------	------------------------------

Editorial Concept: The only television magazine to provide TV programming of France's six free terrestrial channels (90% of the country's total viewing time) on a fortnightly frequency for an unbeatable price. Prisma Presse is the only publisher to have tailored its television program offer to this unprecedented target group; 1 million copies sold less than 1 year after launch!

Fortnightly frequency is only possible with the help of a special program data bank developed by Prisma Presse.

Core Audience: Youngest, working families, strongly influenced by advertising, opportunists particularly sensitive to special deals and promotions

Journalistic Approach: Since 70% of the French population only has access to the six free terrestrial TV channels (received via rooftop aerial), TV Grandes Chaines focuses only on information linked to those channels. Following the « less is more » motto, there is room for larger graphics, a clearer editorial layout and more in-depth reviews with personalized angles.

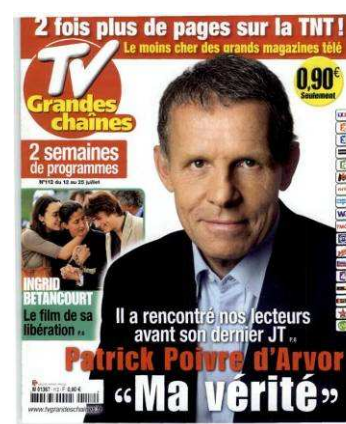
There is an entertainment section in TV Grandes Chaines, as in Prisma Presse's other television magazines, which features articles on current events and popular personalities related to TV and the media, along with recurring in-depth columns on tourism and cuisine.



The most complete TV magazine guide



The referent fortnightly



The specialist in free television programming

Readership profile



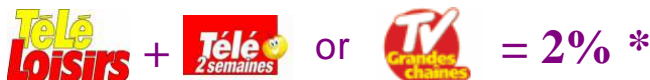
All French (000)	5 564	5 644	3 301
Men	46,5	43,8	44,8
Women	53,5	56,2	55,2
Employed w omen	51,6	55,0	55,5
Housew ives <50 yrs	23,1	30,6	30,5
15-24 yrs	20,8	23,1	23,2
25-34 yrs	17,0	22,5	21,9
35-49 yrs	26,0	30,6	27,9
50-64 yrs	21,8	17,2	18,1
65 yrs+	14,4	6,5	8,9
ST<35 yrs	37,8	45,6	45,1
ST<50 yrs	63,8	76,2	73,0
At least 1 child< 15 yrs	35,5	44,7	40,5
Employed	56,8	61,7	59,0
Double Income HH	50,1	54,1	52,1
AB HH	27,6	29,2	27,3
AB+ HH	24,0	24,7	22,4
Rural communities	23,5	25,3	28,6
<20 000 inhab	16,4	17,6	20,5
20 000-100 000 inhab	14,8	15,5	13,6
> 100 000 inhab	29,9	29,2	23,2
Paris	15,4	12,3	14,0

12 105 000 French people are readers of Prisma Presse TV magazines, one out of 4 readers

Source : AEPM 2007/2008

With more than 3,5 million copies, around 39,2% of the market share, First TV is the leader in TV press

Commercial Offer



* Except weekly national extras



= 3% *

* Cumulable discount with CGV

www.tvgrandeschaines.fr

For Website Advertising Information

Contact us:

International Advertising Department:

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

Fax:+331 44 15 34 86

2009 Ad rates

Full page 4C 24 000€

Discounts

Volume from 3%

Cost per thousand

CPT 21.3 €

For proposals, please contact us.

Technical Information

Page size: Bleed 225x273

Non-Bleed 208x252

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.