



## The N°1 newsweekly with a different look at news and entertainment

### Identity

Launch Date	: 1977
Frequency	: Weekly
On-Sale Date	: Wednesday
Cover Price	: 2.40
Issues per year	: 52
Average pages per issue	: 120
Format	: 23x29.7 cm

### Circulation (DSH 2007-2008)

France Paid	: 213 473 copies
New stand Sales	: 82%

### Readership

Total Adults	: 1 449 000 (AEPM 2007/2008)
Executives	: 293 000 (FCA 2007)

**Editorial Concept:** The only newsweekly to combine both news and entertainment all in one magazine through a unique and out of the ordinary perspective.

**Core Audience:** Youthful, modern, urban, curious readers with a sharp eye on the news feeding on the latest buzz, self-indulgent consumers seeking the latest information on a variety of subject matters.

**News Flash:** Enriched editorial formula as of May 2005 with more info, impactful photos, new editorial columns and backstage satires to evoke more emotion. Now on sale Wednesdays to anticipate the weekend and optimize obtaining essential information.

**Journalistic Approach:** With an unconventional outlook, VSD stimulates its readers with cutting-edge and dynamic treatment of prevailing topics and never seen before stories. Entertaining and user-friendly with many visuals and easily-legible texts.

Sectioned in 2 parts

News: Panorama of current events, investigative « backstage » articles and striking photo coverage of politics, people, sports, media and business.

Entertainment: the best of weekend leisure in a practical guide with recurring columns on culture, travel, technology, and sports.

## Readership profile

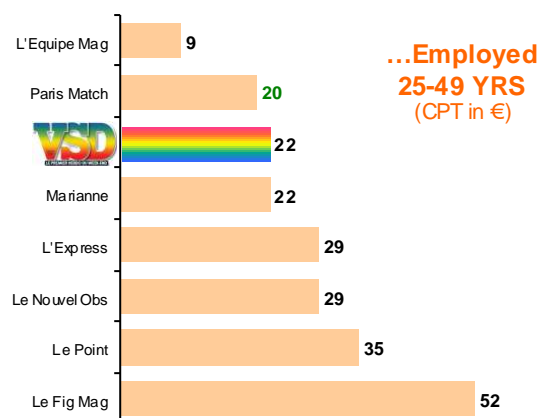
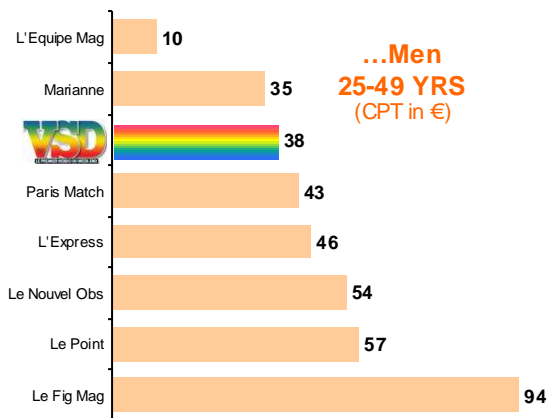
1 449 000 readers (AEPM 2007-08)

293 000 executives readers (Ipsos FCA 2007)

	All French	VSDreaders	Index: All French= 100
	49 million	1.4 million	
<b>Men</b>	48%	47%	97
<b>Women</b>	52%	53%	102
15-24 yrs	15%	9%	73
25-49 yrs	41%	47%	113
50-64 yrs	23%	28%	120
65 yrs +	20%	16%	62
<b>Employed</b>	54%	60%	111
<b>Double Income HH</b>	46%	49%	107
<b>AB HH</b>	31%	35%	113
<b>Children &lt; 15 yrs</b>	32%	35%	109

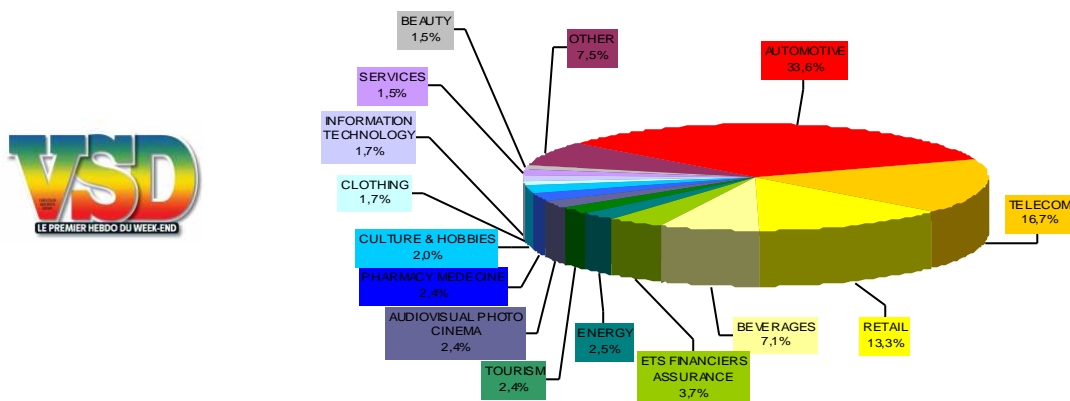
Source : SIMM 2007 / Index vs All French < 15 yrs+

## A cost efficient magazine to seduce:



Source : AEPM 2007 / Goss rates 2008 in euros

## A very diverse Advertising Portfolio



Source TNS 2007

## 5 good reasons to choose VSD

### 1-A clear reading contract

VSD, it's a different outlook on information, articulated around 2 major themes : behind the scenes on current events and hobbies for the weekend. The magazine offers its readers a real proximity with their daily expectations by acting as a prescriber and by stimulating them.

### 2-A very notorious magazine

Known by 83% of French people, and especially by 94% of men.  
(source : étude Sofres 2004 / Master Sciences Po)

### 3-A unique opportunity to reach over-consuming readers

Employed, Senior Executives, Urbans, ... VSD readers are consumers that care about their appearances (fashion and beauty), early adopters in high technology, amateurs of cars and friendly evenings around a drink.

### 4-An advertising efficiency and visibility supported by a rich editorial context of good quality

Through its enriched weekly sections (Planète techno, Moteur, Sorties, Cahier TVSD) and other new ones (Beauté/Forme, Mode, Cuisine...).

### 5-An economic magazine

To seduce the employed targets (25-49 yrs, < 50 yrs)...

[www.vsd.fr](http://www.vsd.fr)

For Website Advertising Information  
contact us:  
International Advertising Department  
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#### 2009 Ad Rates

Full Page 4C 14 200 €

#### Cost per thousand

CPT A EPM 9.8€  
CPT Executives 48.5 €

For proposals,  
please contact us

#### Technical Information

Page size : Bleed 230X297  
Non- Bleed 210X276  
File format : Tiff - It / P1  
Résolutions : CT 12L/mm  
LW:100L/mm

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