



The N°1 women people magazine & the women's sweet spot

Identity

Launch Date	: 1987
Frequency	: Weekly
On-Sale Date	: Monday
Cover Price	: 1.50 €
Issues per year	: 52
Average pages per issue	: 80
Format	: 23 x 28.7 cm

Circulation (OJD DSH 2007 / 2008)

France Paid	: 499 950 copies
Total Paid	: 544 187 copies

Readership (AEPM 2007 / 2008)

Total Adults	: 4 531 000
Women	: 3 048 000=11.8% penetration

Editorial Concept: The people magazine that covers the latest scoop on personalities in the show business world in a humorous way, in addition to providing a complete women's section with the latest fashion and lifestyle trends. 50% people, 50% women's features, 100% humour!

Core Audience: Young, curious, urban women with a great sense of (2nd degree) humour, fashionable eager consumers addicted to information, wanting to know the latest buzz, products and trends.

News Flash: Ever since the reality show phenomenon in 2002, the people press market has skyrocketed with over 12.4 million copies sold per month! (beating the usual female press leader at 11.8 million)

Journalistic Approach: Voici depicts with humour the real life of celebrities in a truthful unedited manner. Not always done with the full approval of the stars and their wannabes, this makes the magazine that much more appealing to readers. The articles are never spiteful but always full of good fun, bringing a smile to the face of 4 million French readers every week. Voici has 45 full-time journalists that make the truth their goal, never fabricating phony reports. Considered as an original pioneer in people press, Voici is very highly-regarded by French readers and escapes any trashy gossip magazine image. In addition to entertainment and society, Voici covers key women's interests in beauty, fashion, health, and travel.

Readership profile

4 531 000 readers of which 3 048 000 are women
Women: 67% - Men : 33%

	All French women 25 940 000 million	Voici readers 3 048 000 million	Index: All women = 100
15-24yrs	14.2%	17.7%	125
25-34yrs	14.8%	20.5%	139
35-49yrs	25.3%	33.6%	133
50-64yrs	23.1%	17.0%	74
Employed	48.4%	60.8%	126
Double Income Household	42.3%	51.2%	121
Urban >100 000 inhab & Paris	45.1%	50.0%	111
Children <15 yrs	31.5%	44.4%	141



5 good reasons to choose Voici

VOICI is the 1st Women PEOPLE !

Voici is the inventor of today's people with a unique concept :
50% people + 50% women = 100% humour !

VOICI is POWERFUL!

Every week, Voici counts 3 048 000 women readers ⁽¹⁾ and 499 953 ⁽²⁾ copies sold

VOICI is ECONOMICAL !

With the most competitive CPT women readership of all women's weekly

VOICI has great AFFINITY !

On consumers targets ⁽¹⁾ :

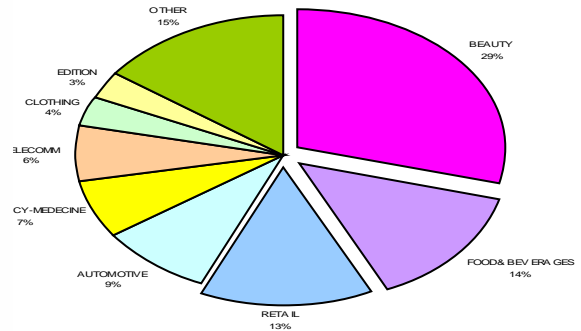
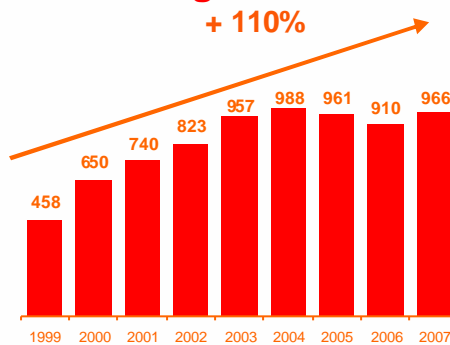
Women 15-24 yrs : index 125 / Women 25-34yrs : index 139 / Women 35-49 yrs : index 133
Women with children < 15 ans : index 141

VOICI is a WELL-RECOGNIZED brand !

98% of women know VOICI !

Source : OJD 07-08

Advertising



Voici offers a great emergence thanks to its weak advertising clutter (22%)

Source : Secodip 2007, pages except inserts

Voici

5,1

Closer 6,0

Public 6,5

Femme Actuelle 7,8

Maxi 8,4

Gala 9,6

Version Fémina 11,6

Elle 15,9

Madame Figaro 30,2

Voici

*

The most economical People Newsweekly

* Cost per thousand women audience (en €)
(Ad rates FP4C 2009 / AEPM 07/08)

www.voici.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 15 450€

2008 Discounts

Volume from 4%

Technical information

Page size: Bleed 230 X 287

Non-Bleed 202 X 260

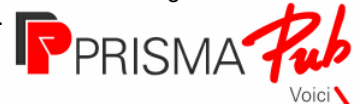
File format : Tiff-It/P1

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.



Voici