



The fortnightly television magazine reference

Identity

Launch Date	: 2004
Frequency	: Fortnightly
On-Sale Date	: Monday
Cover Price	: 1.25€
Issues per year	: 26
Average pages per issue	: 232
Format	: 22.5x28.5 cm

Circulation (DFP 2007)

France Paid	: 1 198 006 copies
New stand Sales	: 85%

Readership (AEPM 2007)

Total Adults	: 5 556 000
Penetration	11.2%

Editorial Concept: The first fortnightly television magazine combining two weeks of television programming and popular entertainment content all in one for an affordable price.

Prisma Presse's broke new ground by introducing the new revolutionary concept of Télé 2 Semaines, the biggest launch in French magazine history (1 million copies sold with the first issue!) Fortnightly frequency is only possible with the help of a special program data bank developed by Prisma Presse.

Core Audience: Young, working families, dynamic, pleasure seekers, open to novelties, interested in fashion and high-technology.

Journalistic Approach: One of the only two fortnightly television magazines on the market, Télé 2 Semaines combines 2 main functions:

- 1) Practical TV guide with two weeks of television programs (over 75 channels) in a modern, clear and extremely dynamic layout.
- 2) Interviews, features and background information on topics related to the media industry in addition to numerous categories for the entire family. Of all Tv magazines, it has the most in-depth features on film, sports and tourism, in addition to cuisine and high technology features.

Readership Profile

Young

1 reader out of 4 is < 24 yrs, index 157

1 reader out of 2 is < 35 yrs, index 151

With children

2 readers out of 3 have at least 1 child < 15 yrs, index 114

Employees

55,4% are employed, index 121

All French (000)	5 592
Men	44,0
Women	56,0
Employed Women	30,2
Housewives < 50 yrs	30,6
15-24 years	23,8
25-34 years	22,8
35-49 years	30,8
50-64 years	16,4
65 years +	6,2
ST < 35 yrs	46,6
ST < 50 yrs	77,4
At least 1 child < 15 yrs	60,9
Employed	55,4
Double Income HH	24,8
HH AB	30,3
HH AB+	25,7
Rural communities	17,9
< 20 000 inhab	15,5
20 000-100 000 inhab	28,5
> 100 000 inhab	13,3
Pariss	13,3
Urbans	42,8

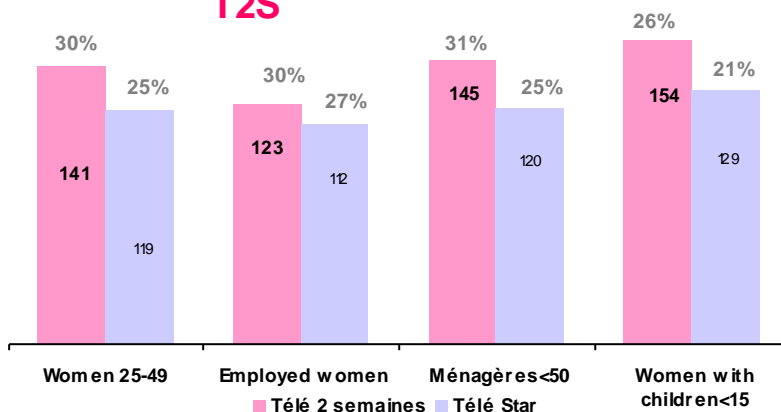
Source : AEPM 2007



Elected by women!

More than 3 million of women recognize themselves in T2S

In complete adequacy with the target of women



Sources : AEPM 2007 - DFP 2007



Elected for the 2nd year in a row, best TV magazine of 2008 at the Grand Prix des Magazines de l'Année organized by the SPMI. «It seduced the Jury with its quality and journalistic variety »

An innovation : The MAXI front page



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Technical information
Page size: Bleed 225x285
Non-Bleed 190x250
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

