



France's Leading Science and Nature Magazine
 Monthly Publication issued on Wednesdays or Fridays
 Cover Price: € 3.50



MARKET POSITION:

Ca m'intéresse was launched in 1981 and modelled itself on its successful German predecessor "P.M." It quickly became one of the leading general interest titles in France. In 2010, *Ca m'intéresse* shows spectacular results with a circulation and audience at its highest for over 10 years. It targets curious open-minded readers who want to know how things work, background information and the latest developments in products and trends; as young double income families taking active role in their children's education.

		Ca m' intéresse
Total Circulation	OJD 2011	255,235
Domestic Paid Circulation	OJD 2011	253,358
Readership	AEPM 2011	2,914,000
PREMIUM 2011		
All		648,000
Easy		420,000
Activ		346,000
Activ-Easy		118,000

EDITORIAL PROFILE:

Ca m'intéresse is a multi thematic magazine to live and consume better in a world extremely rich and complex. With a positive and playful tone, the magazine is constructive, entertaining, concrete and accessible; it is simple but never simplistic. *Ca m'intéresse* proposes a rich and adaptable offer, enriched with special issues and special operations. The editorial profile centres around 5 major editorial topics: Society, History, Nature/Environment, Technology/Science and Adventure/Sport.

TECHNICAL SPECIFICATIONS:

Helio Engraving- Electronic File 9 preferably on ISO 9660 CD).
 + DIGITAL PROOF WITH COLOUR BARS

COPY DEADLINE:

4 Weeks prior to publication.

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