



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



**MARKET POSITION:**

*Ça 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, *Ça 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	Science & Avenir
<b>Total Circulation</b>	OJD 2010-2011	<b>250,946</b>	274,587
<b>Domestic Paid Circulation</b>	OJD 2010-2011	<b>249,040</b>	269 869
<b>Readership</b>	AEPM 2009/2010	<b>2,914,000</b>	2,417,000
PREMIUM 2011			
All		<b>648,000</b>	562,000
Easy		<b>420,000</b>	408,000
Activ		<b>346,000</b>	243,000
Activ-Easy		<b>118,000</b>	89,000

**EDITORIAL PROFILE:**

*Ça 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. *Ça 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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