



The monthly magazine for CANALSAT subscribers



MARKET POSITION:

Canalsat is the magazine chosen by the subscribers of the CANALSAT channel package. It is a real interface between CANALSAT and its subscribers. It was launch in 1995 and carries the values of the channel package: modernity, diversity, open-mindedness, interactivity and passion.

Readers are men and women aged between 25 and 49 years old (49%). They are also working people with children.

		Canalsat
Total Circulation	(OJD 2011)	2,611,557
Readership	AEPM 2011	
PREMIUM 2011		
All		1,753,000
Easy		1,282,000
Activ		883,000
Activ-Easy		412,000

EDITORIAL PROFILE:

Canalsat assures 3 main functions:

- Identity function: subscribers feel like favoured viewers
- Practical function: the magazine selects the best programs but also informs about the richness and the diversity of the offer.
- Relational function: it creates a link between the CANALSAT package and its subscribers

The magazine is divided into different sections such as:

- “Canalsat focus”: Canalsat adopts a magazine angle with information and articles about movies.
- “Sélection”: the magazine selects the programs people should not miss, the most important movies, sport events, documentary films, etc.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

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 GCA International Media Sales 020 7730 6033
 Email: gca@gca-international.co.uk