



The monthly magazine for CANAL+ subscribers

### **MARKET POSITION:**

**Canal+** is the magazine chosen by the subscribers of CANAL+. It is a real interface between CANAL+ and its subscribers. It was launch in 1985 and carries the values of the channel: modernity, open-mindedness, culture, humour and originality. The readers are men and women aged between 25 and 49 years old (49%). They are also ABC working people with children.

		<b>Canal+</b>
<b>Total Circulation</b>	(OJD 2011)	<b>3,446,760</b>
<b>Premium readers</b>	(AudiPresse Premium 2010)	<b>1,455,000</b>
<b>Readership</b>	AEPM 2011	
PREMIUM 2011		
All		<b>1,383,000</b>
Easy		<b>988,000</b>
Activ		<b>766,000</b>
Activ-Easy		<b>371,000</b>

### **EDITORIAL PROFILE:**

**Canal+** assures 3 main functions:

- An identity function: it promotes the image of CANAL+ and gives a status of favoured viewer to the subscriber
- A practical function: it informs and makes the subscriber more curious. It helps the viewer in its program choices.
- A relational function: it reinforces the proximity with the channel (games, practical questions, etc.).

The magazine is divided into different sections such as:

- "À la une": with this section, **Canal+** puts itself as a real magazine with in-depth articles.
- "Selection": the magazine makes a focus on the movie of the month.
- "En coulisses": the magazine explains how TV broadcasts are made.
- "À l'affiche": the magazine presents films that are currently in cinemas and that will probably be on CANAL+ in the future; it shows that CANAL+ is a real cinema partner.
- "Tv programme": it presents, day by day, the programming of the channel in a simple, clear, and easy to read way.

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

### **COPY DEADLINE:**

Please contact us for details.