



Bimonthly free women magazine

MARKET POSITION:

Carrefour Mag is a positive, upbeat women's magazine of 100 pages. It is dedicated to "self-accomplishment" and "creative daily life". The magazine's readers are mainly women with children, between 35 and 64 years of age (48,4%) and active people (48,4%).

		Carrefour Mag
Total Circulation	OJD 2010	1,857,111

EDITORIAL PROFILE:

Carrefour Mag aims to transform dreams, desires and needs into reality. The magazine beautifies women's lives and makes them easier. **Carrefour Mag** covers all the latest fashion trends, decor, cooking, culture, lifestyle trends, etc.

The magazine is divided into 4 sections:

- "*J'explore*": observation of high street and shopping trends, fashion novelties, ways of life, etc. thanks to news and articles, shopping pages, interviews and a lot of surprises.
- "*Je m'occupe de moi*": a sweet and feminist section dedicated to pleasure, which provides fashion reports, make-up lessons, beauty and nutrition advice, tourism and travel ideas, etc.
- "*Je m'y mets*": recipes, products buying guide, decoration ideas, before/after demonstrations, etc.; this section provides a lot of practical advice and instructions for DIY projects.
- "*J'y crois*": articles about sustainable development, ecology, bio-products, solidarity or fair trade; this section aims to help women get involved and make the world a more fair and humane place.

TECHNICAL SPECIFICATIONS:

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