



A different concept in News Magazines  
 Weekly - Issued on Thursday  
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**MARKET POSITION:**

*Courier International* provides every week the best of over 900 information sources from all around the world. It has reached a mixed readership at 47% female and 53% male. It consists mainly of young and open-minded urban people from AB+ social classes. About 63% of the readership is between 25 and 49. *Courier International* has enjoyed a 38% increase in its circulation between 2001 and 2007 especially among the executives (+36%) and the high incomes (+45%).

		Courier International
<b>Total circulation</b>	OJD 2011	<b>215,727</b>
<b>Domestic paid circulation</b>	OJD 2011	<b>213,200</b>
<b>Readership</b>	AEPM 2009/2010	<b>1,230,000</b>
<b>PREMIUM 2011</b>		
All		453,000
Easy		348,000
Activ		203,000
Activ Easy		97,000

**EDITORIAL PROFILE:**

*Courier International* was launched 10 years ago as an original newsmagazine. Each week selections of the world's best articles are published. The editorial includes around 900 reliable and important sources, to give the facts on the issues of importance, Politics, Economics, Culture, Society and Sciences. From February 2001 readers have been able to discover a new city, country or journey through foreign articles selected by Courier International journalists.

In addition, *Courier International* offers 10 supplements and 4 special issues per year, a website since 1997, a travel magazine, an article everyday in *Matin Plus* and 2 foreign editions.

**TECHNICAL SPECIFICATIONS:**

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