

Enfant MAGAZINE

The Monthly Parental women's magazine
Cover Price: € 1.90



Market Position:

Enfant Magazine is THE parental women's magazine concerned with the very heart of the family. The readership is comprised of: 25-34 year old women (43%), with 2 to 6 year old children (47%).

Enfant magazine is leader in affinity on household with children under 2 years old and on ABC1 High Incomes household.

		Enfant
Total Circulation	OJD 2011	93,778
Domestic paid circulation	OJD 2011	88,276
Readership	APEM 2009/2010	1,255,000

Editorial Content:

Enfant Magazine proposes a reassuring approach on maternity, when women are at a crucial stage of their lives. It plays things down by being the witness and friendly companion of this universal adventure.

The magazine focuses on the women's journey into motherhood. Its psychological approach allows the mother to blossom in her new role, by inventing her own personality and psychology after she has read the experts tips and analysis in Expert Magazine. It is composed of 4 topics:

- Enfant, it's you...first of all
- Enfant, it's reassuring
- Enfant, it's fashionable
- Enfant, it's easy

TECHNICAL SPECIFICATIONS:

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