



The monthly graphic industry publication

MARKET POSITION:

The French publication covers all the information that is necessary to all the actors of the graphic industry and the communication department managers. **France Graphique** is the ultimate tool to help and develop investments, to follow-up the technological progress and innovations. It also covers News of the industry on a local national and international scale in terms of equipment, software, paper, ink, etc...

It is aimed at all the actors of the graphic industry such as printers (60%), pre-press (11%) and post-press (10%), suppliers (8%), agencies, publishers (11%)...and the audience is mainly comprised of CEO (55%) working in this industry.

		France Graphique
Domestic Paid Circ.	Publisher Stat 07	30,000
Readership	Publisher Stat 07	12,500

EDITORIAL PROFILE:

The magazine launched a new formula and has now a new and fresh look. It covers News of the graphic industry and strengthens its editorial content with reports and interviews. The magazine is comprised of different sections with new columns such as:

- *Impribuzz*: Monthly news of the profession (events, awards, company anniversaries...)
- *Impriscope*: Main dates of the exhibitions, events related to the graphic industry – Focus on a specific event
- *Creation*: Display of the best readers creations
- *Interview*: Interview of influential people from this industry
- *Anticipation*: A focus on the new technologies
- *Key figures*: Main economic data of the industry
- *Investment*: How to make the best investments in the industry
- *Reports*: In depth reports covering important topics for the actors of this industry
- *Events*: Analysis of a specific event

TECHNICAL SPECIFICATIONS:

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Email: gca@gca-international.co.uk