



The Monthly Junior Edition of France's Leading Executive Magazine  
Cover Price: € 5.20

**MARKET POSITION:**

**Geo Ado** is a children discovery magazine that provides knowledge and information about geography, history, ethnology and biology in a uniquely playful and educational manner.

A true innovation in its market, ever since its launch **Geo Ado** increased its circulation by 17% and subscriptions jumped by 45%.

		<b>Géo Ado</b>	Science & Vie Junior	le Monde des Ados
<b>Total Circulation</b>	OJD 2010/2011	<b>60,065</b>	181,076	42,207
<b>Dom. Paid Circ</b>	OJD 2010/2011	<b>52,534</b>	161,258	38,990

**EDITORIAL PROFILE:**

**Géo Ado** is the junior version of the magazine **Géo**, which has the highest executive coverage of all French magazines. **Géo** is a very modern and constantly evolving publication, which looks at the planet from both a scientific and an ecological perspective. **Géo Ado** maintains the high editorial standards of its sister publication but is targeted at the 10-15 year old age group. It accordingly comprises a blend of articles covering adult and adolescent topics, and includes sections on history, geography, sport and film as well as topical issues from across the globe. Beautifully photographed and with a serious feel, it makes excellent and informative reading for young teenagers.

**TECHNICAL SPECIFICATIONS:**

Please contact us for details.

**COPY DEADLINE:**

3½ weeks prior to publication

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