



France's Leading Monthly Executive Magazine  
Cover Price: € 5.00



**MARKET POSITION:**

**Geo** is the premium discovery magazine with amazing photography, award-winning historical, geographical reports that make it the French reference for publishing excellence. **Geo's** leadership remains unchallenged: the only magazine to achieve a large paid circulation with a high cover price. The readers of **Geo** are people interested in exploring with, an open mind, all the beauty and cultures the world has to offer. It targets both men (48%) and women (52%), 47% of its readers are between 25 and 49 years old and they're mainly urban.

		<b>Géo</b>	Terre Sauvage
<b>Total Circulation</b>	OJD 2010-2011	<b>270,679</b>	48,451
<b>Domestic Paid Circ</b>	OJD 2010-2011	<b>244,325</b>	45,488
<b>AEPM 2009/2010</b>		<b>4,513,000</b>	1,109,000
<b>PREMIUM 2011</b>			
All		<b>976,000</b>	-
Easy		<b>689,000</b>	-
Activ		<b>518,000</b>	-
Activ Easy		<b>231,000</b>	-

**EDITORIAL PROFILE:**

**Geo** has the highest executive coverage of all French magazines. It is a very modern and constantly evolving publication, which looks at the planet from both a scientific and an ecological perspective. The choice of subjects and depth of coverage are kept in harmony with the readers' needs by continuous monitoring involving reader focus groups. The equilibrium between photography and text is carefully maintained ensuring a well-balanced environment for advertising. Readers are inspired to read the text by the beauty of the photography.

**TECHNICAL SPECIFICATIONS:**

Please contact us for details.

**COPY DEADLINE:**

3½ weeks prior to publication.

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)