

# OPTIMUM

France's Leading Men's Interest Magazine  
Monthly Publication, issued on last Saturdays  
Cover Price: € 3.00

## **MARKET POSITION:**

*L'Optimum* is the men's leading lifestyle magazine in France. With no other competitors in its market, it is at the forefront of men's lifestyle publishing. *L'Optimum* manages to maintain this pole position due to its constantly innovative style. The readers of *L'Optimum* are mostly 25 to 45 years old, and 30% of them have children.

		L'Optimum
Total Circulation	OJD 2011	46,003
Domestic Paid Circ.	OJD 2011	35,851

## **EDITORIAL PROFILE:**

*L'Optimum* is a magazine dedicated to the modern man. It is a consumer and lifestyle title, which covers everything from men's fashion, cars, cinema and travel to restaurant and bars, food and household accessories. *L'Optimum* aims to emulate the leading UK magazine in this market, GQ, and derives some of its inspiration from its style. *L'Optimum* is the 'must-have' magazine for men who want to follow the latest trends both at home in France and abroad.

## **TECHNICAL SPECIFICATIONS:**

OFFSET  
SCREEN Black 133, 4col 150  
Please contact us for details

## **COPY DEADLINE:**

1 Month prior to publication

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