



MARKET FACTS:

L'Ordinateur individuel-SVM is the result of the merger between two French monthly BtoB IT magazines (32 years and 26 years old respectively). *L'Ordinateur individuel-SVM* will become THE monthly consumer reference for High Tech users. *L'Ordinateur individuel-SVM* targets readers with an interest in high tech products which are much more technical than normal. According to a survey published by Credoc, 74% of French people have a computer at home and half of them use the Internet on a daily basis. This has a long increase in the last 12 months. Furthermore, 31% of the total population is constantly on the lookout for innovations.

		L'Ordinateur Individuel / SVM
Total Circulation	OJD 2011	121,290
Domestic Paid Circulation	OJD 2011	115,008
Readership - AEPM 2010		1,433,000
<u>PREMIUM 2010</u>		
All		281,000
Easy		164,000
Activ		167,000
Activ Easy		51,000
<u>IPSOS IT 2010</u>		
All		99

PUBLICATION PROFILE:

L'Ordinateur individuel-SVM delivers information about new technologies and products but also talks about the latest trends, future developments and their implication for users.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

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