



France's Leading Retail Weekly
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MARKET POSITION:

LSA (Libre Service Actualité) is the undisputed market leader in the French distribution press and is the most comprehensive and cost effective method of reaching key decision-makers in the French retail market. The magazine is the market leader in terms of audience, circulation but also in terms of reading time (47 minutes) and consultations (2,2).*

LSA targets both distributors and industrial professionals. Readers are Purchasers, Department Managers, Sector Managers, Store Managers, Floor Managers, CEO's, Managers, Products Manager, Marketing and Communication Managers, etc.

*Source: Audience survey TNS Sofres November 2008

		LSA	Point de Vente	Linéaires
Total Circulation	OJD 2011	23,135	8,299	12,919
Domestic Paid Circulation	OJD 2011	16,213	3,881	6,500
Readership	Ipsos FCA 2008	185,000	-	-

EDITORIAL PROFILE:

LSA is essential when launching a product in France because it delivers high added value information concerning the strategies of corporate names, product innovations, changing markets and consumer trends.

In 2010, **LSA** have launched an improved format with a new logo, a new page setting easier to read, a more involved editorial team and 9 new themed sections:

- L'évènement: interview with a CEO/Manager
- Les indicateurs: key data and trends
- Les entreprises: news, acquisitions, communication, real estate, etc.
- Le dossier : special report on a topical subject
- Les produits : information on alimentary and non-alimentary innovations
- La tendance : information on a topical consumption trend
- Les réseaux : news, stores, shopping-centres, e-commerce, etc.
- Le management : social information and job opportunities
- A l'enseigne : focus on a brand name

TECHNICAL SPECIFICATIONS:

Please contact us for details

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