



The monthly Women's Magazine from Le Parisien  
Cover Price: € 1.00

### **MARKET POSITION:**

The readership of the new monthly **La Parisienne** magazine is comprised mainly of working women. The magazine's readership covers 15.2% of the 15-24 year old demographic, 22% of the 25-34 years old demographic, 37.5% of the 35-49 years old market and 25, 2% of the 50+ market. The magazine is issued the first Saturday of every month. The new format of the magazine is larger and more luxurious in order to give priority to aesthetic and expression within its 48 pages.

		<b>La Parisienne</b>
<b>Total Circulation</b>	2011	470,583
<b>Domestic Paid Circulation</b>	2011	456,860
<b>Readership</b>	EPIQ 2008-2009	1,645,000

### **EDITORIAL PROFILE:**

**La Parisienne** is a monthly rendez-vous for women with 5 major items: Fashion & Beauty, Tourism, Decoration, Gifts, and Health & Nutrition. It provides information on new trends, shopping, and special reports as well as "*une femme vide son sac*" where a famous personality speaks her mind (and empties her handbag!). One specific subject is given exclusive exposure each month and the magazine aims to convey the real French spirit within the embodiment of the archetypal Parisian woman (love, glamour, freedom and fashion) so that every reader can feel like a Parisian.

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

### **COPY DEADLINE:**

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