



Weekly Christian Newsmagazine  
Cover Price: € 2.90

**MARKET POSITION:**

*La Vie* is a weekly Christian newsmagazine dedicated to the whole family. It targets both men and women, with a slight superiority for these last (57%). Its readers are mainly educated people, from upper and medium social classes (55%). With a reader's average age of 60 years old, it's the youngest of the French senior publications.

		La Vie
<b>Total circulation</b>	OJD 2010-2011	126,543
<b>Domestic Paid Circ.</b>	OJD 2010-2011	118,901
<b>Readership</b>	AEPM 2009/2010	594,000

**EDITORIAL PROFILE:**

*La Vie* covers the news with faith and emotion, while making strong and positive choices, in order to help readers to find some meaning. It also provides some inspiration for the personal life, with sections such as culture, psychology, leisure etc...

**TECHNICAL SPECIFICATIONS:**

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