



The fashion section to *Le Nouvel Observateur*
Cover Price: € 3.50

MARKET POSITION:

Launched in March 2006 in association with Condé Nast, **Obs Styles** is the fashion section dedicated to the fashion-conscious consumers of *Le Nouvel Observateur*. It is the leading French newsmagazine with the largest adult readership (AEPM 2005) and the highest coverage of French executives (IPSOS FCA 2006). **Obs Styles** readership is at 50% male and 50 % female. They are interested in fashion and who are looking for a complete panorama on the changes and innovations in the Fashion Industry. The mixed readership from the A and B social classes is comprised of subscribers and buyers from Paris and Ile de France and the Côte d'Azur regions.

		Le Nouvel Observateur	L'Express	Le Point
Total circulation	OJD 2010/2011	530,815	528,677	433,009
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Readership - AEPM 2009		2,363,000	2,139,000	1,864,000
- PREMIUM 2009				
All		789 000	831 000	816 000
Active		385 000	444 000	362 000
Easy		592 000	628 000	658 000
Active Easy		188 000	241 000	204 000

EDITORIAL PROFILE:

Obs Styles writes about clothes, accessories, interior decoration, cosmetics and high tech. This section uses a light and positive tone with a chic page setting. **Obs Styles** deciphers trends, new codes and design. It also suggests such as spas or beauty institutes for beauty and relaxation.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

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