

le trio gourmand

Gala
GOURMAND

Guide Cuisine

**Cuisine
Actuelle**

**French Leading Cooking & Gastronomy
Magazines**

+ HS

Cover Price: € 3.50

Cover Price: € 1.80

Cover Price: € 1.95

MARKET POSITION:

Le trio gourmand is a unique and powerful media offer: all the cooking for all women. It proposes 3 specific and complementary magazines influencing readers in their consuming choices. The majority of the readership is made up from women aged between 25 and 49, from AB backgrounds and working.

		Le trio gourmand	Maxi Cuisine (B)
Total Circulation	OJD 2011	262,512	243,583
Domestic Paid Circ.	OJD 2011	242,562	231,877
Readership	AEPM 2009	5,615,000	1,768,000

EDITORIAL CONTENT:

Le trio gourmand provides a complete and pleasant approach to cookery for those who are beginners, or who are already comfortable with cooking.

- **Cuisine Actuelle** gives ideas of the month, suggests entire menus, and original recipes, as well as purchasing advice on products on the market and chef's hints.
- **Guide Cuisine** is a practical guide for an easy, quick and good cooking. It gives ideas and tips with Chef Eric Lautey to spice up the daily life of working women and mothers.
- **Gala Gourmand** focuses on the pleasure to invite people over, the discovery of gastronomy, the art of wine and table setting. With its pages on decoration and its new editorial gastronomic content, it is a real magazine on the art of living for anyone who likes to innovate with a hint of originality. It provides a mix of inventive and contemporary recipes.

TECHNICAL SPECIFICATIONS:

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