



The weekly that makes new technologies accessible to everyone,  
Issued on Thursdays  
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**MARKET POSITION:**

*Micro Hebdo* is a weekly for inexperienced users and/or in the setting-up phase that is at the same time consumerist, pedagogical and interactive with many bench tests orientated towards the consumer's benefit (hardware, software, the Internet, telecoms...).

The past few years have seen France undergoing a 'high-tech revolution', with a massive increase in consumption of high-tech products. *Micro Hebdo* was launched six years ago to meet this mass-market audience, when IT products began to be sold in hypermarkets. Aimed at beginners and new users rather than experts, *Micro Hebdo* corners the market on those interested in new technologies and gadgets.

		<b>Micro Hebdo</b>
<b>Total circulation</b>	OJD 2011	124,047
<b>Domestic Paid Circulation</b>	OJD 2011	119,848
<b>Readership per week</b>	AEPM 2009-2010	818,000

**EDITORIAL PROFILE:**

*Micro Hebdo* has changed its editorial content along with the times, focusing not only on IT, but covering the subject more broadly and taking other media equipment into account. As a consumer focused publication, it helps readers to use their products and offers advice on the best products around. It is a simple, concrete guide dealing with:

- News of the week and new products available, to help improve the reader's awareness of the market.
- A Buyer's Guide looking at new products, offering help and advice on what to buy in all areas of hardware, software, Internet, CD-ROM's, games, mobiles, imaging and sound.
- Bench tests: Evaluating different brands of one product. Groupe Tests engineers test various products and then pass their findings on to the magazines. *Micro Hebdo* offers invaluable advice on prices and which products to buy, helping the readers find the right product for them.

**TECHNICAL SPECIFICATIONS:**

Please contact us for details.

**COPY DEADLINE:**

2 weeks prior to publication.

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