

papilles

LE PLAISIR DE CUISINER

France's Women's Food Quarterly Magazine
Cover Price: € 3.95

MARKET POSITION:

Papilles is a new quarterly Magazine capitalising on the success of the magazine Vie Pratique Gourmande. Prisma Presse has launched this new cooking magazine for all those who love to cook and for those who want to discover a new way of cooking. **Papilles** is designed to appeal to people who want to cook for the sheer enjoyment they get from cooking.

	Papilles
Circulation for the 1 st issue (publisher estimate)	75 000

EDITORIAL PROFILE:

Papilles is a new Prisma Presse Cooking Magazine with new more imaginative recipes than one usually finds in cookery magazines. It will be launched in June, 2011 and there will be four issues per year with a projected circulation of 110.000.

TECHNICAL SPECIFICATIONS:

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