



The Decorating magazine in France
Bimonthly magazine, issued on a Tuesday
Cover Price: € 3.70

MARKET POSITION:

In the face of the success of its twin in woman's interest, *Prima* (5 million readers), a decorating version was created on the 22nd February 2005, to meet the same broad audience. Strong of its good results, ***Prima Maison*** has now raised its frequency to 7 issues a year. ***Prima Maison*** is the new upscale home magazine that provides inspiration as well as concrete ideas to women regarding their house, garden, kitchen, and the art of gracious hospitality.

Prima Maison targets modern women who enjoy design in various styles, like to socialize and prioritize making their home an esthetical welcoming place for their friends and family.

		Prima Maison
Total circ.	OJD 2011	95,283
Dom. Paid Circ.	OJD 2011	92,202
Readership	AEPM 2009/2010	865,000

EDITORIAL PROFILE:

Prima Maison's success could be predicted due to its very broad editorial profile in every issue, ***Prima Maison*** combines 3 well-balanced and complete sections: Decorate, Receive & Cook, and Garden. In 2009, ***Prima Maison*** adopts a new format to enrich the content and make the magazine more accessible with practical advises creative ideas, information, small prices and analysis. 80% of ***Prima Maison*** is dedicated to interior designing. The concept of the magazine is to contain aestheticism and practical ideas.

TECHNICAL SPECIFICATIONS:

Please, contact us for details.

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