



The French monthly IT BtoC magazine

Cover Price: € 4.25

MARKET FACTS:

Created in 1983, SVM is a French monthly BtoB IT magazine. **SVM** is at the moment number 4 in audience in the BtoC IT press (AEPM Jul08-Jun09) and 259 000 Exclusive readers have been reached (source: AEPM July 2008-June 2009). According to a survey published by Credoc, 74% of French people have a computer at home and half of them go daily on Internet, a figure which is in a strong progression. Its targets are trend setters. SVM aims readers with an interest for high tech products well above the average. Furthermore, if 31% of the total population is watching out for innovations, **SVMs** readers are 59% (Simm 2008)! They are also faithful, 46% of **SVMs** readers are very regular consumers whereas only 25% of the total population of the survey is very regular.

		SVM
Total Circulation	OJD 2009-2010	85,897
Domestic Paid Circ.	OJD 2009-2010	79,597
Readers per month	AEPM 2008-2009	616 000

PUBLICATION PROFILE:

SVM delivers information about new technologies and products but also talks about the latest trends and what is to come and their implication for users.

TECHNICAL SPECIFICATIONS:

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