



The French monthly BtoC IT magazine
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MARKET FACTS:

Created in 1988, **SVM Mac** is a monthly BtoC IT magazine. It targets all MAC users. That includes mp3, mobile phones and computers use, etc.

		SVM MAC
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Domestic paid circulation	OJD 2010/2011	19,939

PUBLICATION PROFILE:

SVM Mac delivers the latest news of Apple, Mac's, their peripherals and all forms of digital creation. It is also a practical guide to help Mac's users. For instance, comparison test articles deal with last Windows and Mac software. Moreover, you can find some ideas for exploiting your digital photos or bring a better antiviral protection to your computer.

TECHNICAL SPECIFICATIONS:

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