



The monthly science and economic press magazine
Cover Price: € 4.00

MARKET POSITION:

Sciences et Avenir is the monthly French science magazine to be included in our everyday life. It is dedicated to all people interested in science as well as in news and the economy. 63% of its readership consists of men aged between 35 and 50.

		Sciences et Avenir	Science & Vie
Total Circulation	OJD 2011	275,447	340,203
Domestic Paid Circulation	OJD 2011	266,925	288,690
Readership	- AEPM 2009/2010	2,417,000	3,674,000
PREMIUM 2010			
All		562,000	819,000
Activ		243,000	392,000
Easy		408,000	576,000
Easy Activ		89,000	149,000

EDITORIAL PROFILE:

Sciences et Avenir, launched more than 50 years ago, was relaunched in 1994. Today it takes into consideration the way the readers' requirements have changed.

The editorial covers science as something included in our everyday life, easy to understand for all kinds of reader. The reader can get all relevant information on scientific and technological developments. The analytical content reflects the daily life and is written in a personal and understandable way.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

4 weeks prior to issue date.

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