



French fortnightly terrestrial TV magazine, published every 2 Mondays
Cover Price: € 0.95

MARKET POSITION:

Launched in April 2004, **TV Grandes Chaînes** is the newest innovation on the French TV magazine market. Offering 2 weeks viewing, focusing solely on the 6 terrestrial channels (TF1, France 2, France 3, Canal+, France 5/Arte, M6) **TV Grandes Chaînes** is a completely new concept in the world of television publications, which seduces more and more readers.

It targets youngest, working families, strongly influenced by advertising, opportunists particularly sensitive to special deals and promotions.

		TV Grandes Chaînes
Total Circulation	OJD 2011	1,007,639
Domestic Paid Circulation	OJD 2011	1,005,264
Readership	AEPM 2009/2010	2,879,000

EDITORIAL CONTENT:

TV Grandes Chaînes is a brand new idea in terms of television guides. This magazine only offers listings for the 6 French terrestrial channels, without making any reference to cable or satellite. Following the "less is more" motto, there is room for larger graphics, a clearer editorial layout and more in-depth review with personalized angles. Each day is spread over 2 pages, with one page for daytime viewing and one for the evening. This simple formula makes **TV Grandes Chaînes** an accessible and easy-to-use guide, offering more articles about the programmes, more of the celebrity news that viewers want.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

3 weeks prior to publication.

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk