

# Technikart

## MADEMOISELLE

The quarterly French Women's Fashion Version of Technikart Magazine

### **MARKET POSITION:**

**Technikart Mademoiselle** is the 100% Women's Fashion version of *Technikart Magazine*. It is published 4 times per year with *Technikart Magazine*. It has reached a mixed readership which is more focused on Women. The audience is mainly comprised of urban AB+ under 35 years old.

		<b>Technikart Mademoiselle</b>
Total Circulation	Publisher 2009	70,000
Domestic Paid Circulation	OJD 2007	38,349
Readership	SOFRES 30 000 2006	231,000

### **EDITORIAL PROFILE:**

**Technikart Mademoiselle** is the quarterly magazine of fashion and the feminine version of *Technikart Magazine*. It interprets trends, fashion and cultural news by keeping this subjective and original tone that makes *Technikart Magazine* a success. Through an original approach, it portrays all areas of interest to women and it analyses how brands and fashion fit into our society and culture.

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details

### **COPY DEADLINE:**

2 weeks prior to issue date

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