



The French Monthly magazine about News, Culture and Society
Cover Price: € 4.90

MARKET POSITION:

Technikart magazine, created in 1991, is the only generalist, societal and cultural magazine in France. **Technikart** offers an original and “outside the box” interpretation of news and current events. It surprises by its creativity and its free spirit.

It is aimed at a male urban audience, aged between 25 and 34. Its readership is mainly comprised of early adopters, ABC1+and ABC1++ with 28% of executives. **Technikart** represents the cultural reference for people under 35 years old.

| | | Technikart |
|---------------------------|---------------|------------|
| Total Circulation | OJD 2008-2009 | 38,453 |
| Domestic Paid Circulation | OJD 2007 | 38,349 |
| Readership | SOFRES 2009 | 230,000 |

EDITORIAL PROFILE:

Current events, music, cinema, literature and fashion: **Technikart** does not hesitate to be outspoken and to adopt a different point of view on contemporary society. **Technikart** interprets the trends and cultural talents of today and tomorrow with an impertinent, subjective and inimitable tone. Interviews with personalities, interesting topics, defence for freedom of thought...

Its notoriety, the quality of its editorial content and its creativity and success towards a demanding and critical readership makes **Technikart** a special magazine. **Technikart**: is the magazine for people who want to have another vision of our society.

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

2 weeks prior to issue date

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