



Leading French Fortnightly TV Magazine  
issued every two Mondays  
Cover Price: € 1.25

### **MARKET POSITION:**

Pioneer in the fortnightly TV magazines, **Télé 2 Semaines** has become the leader in this area and brought a major innovation on the TV magazine market in France. It has been elected for the 2<sup>nd</sup> year in a row, best TV magazine of 2008 at the *Grand prix des Magazines de l'Année*.

It targets young (one reader on two is less than 35 years old), working families (2 readers on 3 have at least one child), dynamic, pleasure seekers, open to novelties, interested in fashion and high-technology.

		<b>Télé 2 Semaines</b>
Total Circulation	OJD 2010/2011	1,014,754
Domestic Paid Circulation	OJD 2010/2011	1,011,827
Readership	AEPM 2009/2010	4,708,000

### **EDITORIAL PROFILE:**

One of the only two fortnightly television magazines on the market, **Télé 2 Semaines** combines two main functions:

- 1) Practical TV Guide with 2 weeks of television programs (over 75 channels) in a modern, clear and extremely dynamic layout
- 2) Interview, features and background information on topics related to the media industry in addition to numerous categories for the entire family. Of all TV magazines, it has the most in-depth features on film, sports and tourism, in addition to cuisine and high technology features

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

### **COPY DEADLINE:**

3 weeks prior to publication.

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