



Weekly supplement of Le Nouvel Observateur dedicated to TV and cinema

**MARKET POSITION:**

Incorporated each week with *Le Nouvel Obs*, **Télé Ciné Obs** is the best TV magazine to reach the executives. **Télé Ciné Obs** is an upmarket TV title. The readership of **Télé Ciné Obs** is, together with *Télérama*'s, the wealthiest of the TV press. Almost half of the readers are AB + and more than 22% earn more than 48,000 € per year. Thanks to its specific circulation, **Télé Ciné Obs** is the only TV title to remain stable in a market affected by the arrival of the fortnightly titles (*Télé 2 Semaines* and *TV grandes chaînes*).

	<b>Télé Ciné Obs</b>
Circulation (OJD 2010/2011 )	530,815
Domestic Paid Circulation (OJD 2010/2011)	503,350
Readership (AEPM 2009)	2 363 000

**EDITORIAL PROFILE:**

Since 1993, **Télé Ciné Obs** devotes 68 pages to TV (including the TV programmes) and 10 pages to cinema. The title offers the same unique approach and style of *Le Nouvel Observateur* adapted to TV and Cinema. **Télé Ciné Obs** does not only provide the programmes of the week but is a real guide. Indeed, the TV section has a unique editorial content: more than half is dedicated to reviews and columns. The cinema section offers news, box-office, portraits and the reviews of all the latest movies. In this market, **Télé Ciné Obs** is the only title to offer such a rich editorial content.

**TECHNICAL SPECIFICATIONS:**

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