

Télé Loisirs

Weekly published on a Monday
The most comprehensive TV magazine in France, issued on Mondays.
Cover Price: € 1.05

MARKET POSITION:

Télé Loisirs is renowned for having revolutionized the French market magazine and made way for a new concept in television magazines, combining popular entertainment content with television channel programming. Their slogan explains their success: *"Toujours une longueur d'avance"* (always in advance). It targets mainly young, working families, equipped with cable and satellite access, greatly interested in new technology.

| | | Télé Loisirs |
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| Total Circulation | OJD 2010/2011 | 1,050,930 |
| Domestic Paid Circulation | OJD 2010/2011 | 1,042,891 |
| Readership | AEPM 2009/2010 | 4,625,000 |

EDITORIAL PROFILE:

Télé Loisirs publishes the programme list for over 70 channels and is currently the most comprehensive TV magazine in France. Its success comes from a broad editorial coverage consisting of articles about people, cinema, health, and cooking which ensures that people not only use it every day of the week as an indispensable guide but also enjoy it as in-depth read.

Télé Loisirs is a reputable partner in many TV shows in France and as such has an extremely strong brand image. Moreover, it always contains something of interest for the whole family and is thus regularly passed around.

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