

Télérama

The French weekly "multi-cultural" magazine
Issued on Wednesdays
Cover Price: € 2.30

MARKET POSITION:

Télérama has an unusual approach, even if its name sounds like just another fortnightly, its content has however a broad editorial coverage aiming to inform people of national or international cultural events. **Télérama** is the only cultural weekly which has a readership mostly composed of executives with high incomes (44% of AB+). 30% of **Télérama** readers have Net annual household revenues over 48,000 €; and more than 15% have Net annual household revenues over 60,000 €. The weekly is the 2nd news magazine among female readers and the 1st among female readers from AB+ social classes.

		Télérama
Total Circulation	OJD 2011	630,937
Domestic Paid Circulation	OJD 2011	622,161
Readership:		
- AEPM 2009/2010		2,411,000
- PREMIUM 2011		
All		914,000
Easy		712,000
Activ		403,000
Activ easy		200,000

EDITORIAL PROFILE:

Télérama is a weekly magazine that deals with political, business, national and international news through culture (cinema, music, books, dance, theatre, design, art, television program, radio, IT...). Its success can be explained by the way that the journalists and graphic designers try with creativity to put in the editorial some well-known and unknown cultural events. **Télérama** has always known how to develop its readers' curiosity and therefore remains the most modern and daring magazine, on account of its editorial content and layout.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

4 Weeks prior to publication.

If you would like to receive copies, a media pack or coverage rankings, please contact
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