



French Bi-monthly Travel "Cultural" Magazine,
published on a Thursday
Cover Price: € 4.90

MARKET POSITION:

Ulysse is a high quality publication that has dared to combine a travel guide and reports with photographic commentary. Thus an already high quality magazine is strengthened with articles from local journalists on their respective countries hailing from *Courier International*. Like in the case of its editorial "partner", the high-income household forms the majority of **Ulysse's** audience (18% with over 48,000 € a year), and those inside this group represent the most loyal part.

| | | Ulysse |
|--------------------------------|-----------------|----------------|
| Total Circulation | (OJD 2010/2011) | 40,866 |
| Domestic Paid Circulation | (OJD 2010/2011) | 38,278 |
| Readership - AEPM 2009/2010 | | 526,000 |

EDITORIAL PROFILE:

A new formula has been developed in order to reinforce the position of **Ulysse** as the travel magazine devoted to a new way of travelling. From 2007, there will be 2 special issues in addition to the bi-monthly issues. **Ulysse** has developed its editorial style with one specific objective: to help people to travel pleasurably yet intelligently and make them culturally aware. This is a publication in which the reader is invited to take fabulous all around the world. It is the only upmarket travel publication that covers three destinations per issue through in depth reports, inquiries or advice thanks to the local journalists who give tips offering alternative ways to travel (e.g. cultural or nature trips, travels to extreme countries...).

TECHNICAL SPECIFICATIONS:

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