



**France's Women's Food Bi-Monthly Magazine**  
**Cover Price: € 2.75**

**MARKET POSITION:**

**Vie Pratique Gourmand** is a bi-monthly magazine targeting women who need advice with their daily selection of purchases (cooking) and recipes. It has one of the most complete offers in the French cookery press (more than 85 recipes per issue).

The Bi-Monthly **Vie Pratique Gourmand** offers women the right balance between pleasure and nutrition in a convivial environment.

The typical readers are working women (71%), between 25-49 y.o (60%) and the profile is housewives with children < 15 y.o (43%). They are very dedicated, regular and loyal readers. They keep previous issues to show them to their friends.

		<b>Vie Pratique Gourmand</b>
Total Circulation	OJD 2011	<b>182 714</b>
Domestic Paid Circ.	OJD 2011	<b>182 596</b>

**EDITORIAL PROFILE:**

**Vie Pratique Gourmand** is the leading magazine in the cookery sector in France. It is the only title which studies the way a purchase passes through a super-market by tracking them every 2 months when buying goods. **Vie Pratique Gourmand**, with the advice of Cyril Lignac, examines at health, nutrition and children in a useful and friendly way.

**TECHNICAL SPECIFICATIONS:**

Please contact us for details.

**COPY DEADLINE:**

Please contact us for details.

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](mailto:gca@gca-international.co.uk)