



**France's Women's Health Monthly Magazine**  
**Cover Price: € 2.60**

**MARKET POSITION:**

*Vie Pratique Santé* is a monthly magazine devoted to women who like to look after themselves. The typical reader is young (29% < 35 y-o) and married (64%) with at least one child (68%). They are very involved readers who read regularly and faithfully. They keep hold of previous issues and recommend them to their friends. Health is a topic that keenly interests them.

		<b>Vie Pratique Santé</b>
Total Circulation	OJD 2011	83,470
Domestic Paid Circ.	OJD 2011	83,423

**EDITORIAL PROFILE:**

*Vie Pratique Santé* is the only health magazine sold at the heart of consumption: in the GSM boxes. You can buy this magazine in 6,000 French outlets that comprise 60,000 tills throughout France. The magazine is mainly devoted to preventive action, nutrition and alternative medicines.

**TECHNICAL SPECIFICATIONS:**

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