



Stars, femininity and a zest of rudeness

CORE TARGET:

Voici.fr is the continuation of the leading women gossip magazine: **Voici** (Group Prisma Presse). Stars, femininity and a zest of rudeness ... **Voici** is the 3rd women weekly read by the women with 3,9150,000 readers every week (source: AEPM 2009). **Voici.fr** mainly targets a female audience, aged between 25 and 34 years old (50% readers are females, 44% are aged between 25 and 34). 40% of female readers have children aged less than 6.

	Voici.fr
Unique Visitors	1,687,000
Impressions	19,975,000
Time spend per month per UV	0:08:07

Source: Nielsen Net Ratings Feb 2011

CONCEPT:

Launched in 1987, **Voici** became the referent of the people press:

- A unique concept: 50 % of celebrities' news + 50 % of feminine columns = 100 % of humour!
- It reveals the life of celebrities without complex or kindness, but with the humour and the originality who made its success!
- **Voici**, it is also feminine columns very tendency: shopping, well-being ...

Voici.fr presents the subject of its cover and the celebrities' news of the week, published in the magazine. As the magazine, the site brings a moment of relaxation and restores the smile to its visitors.

TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

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