



Singapore's monthly Fashion and Beauty Magazine

**MARKET POSITION:**

*L'Officiel* is a fashion and beauty magazine, which covers everything considered to be essential in these markets. The primary target audience is women averaging about 30 years old: 63% of the readers are between 28 and 44 years old. They have a high disposable income at \$60k and above and have at least a Bachelor's degree. Their typical lifestyle is a busy career, well travelled, image and fashion conscious and also trendsetters.

In a conclusion, *L'Officiel* is for the modern woman who lives and breathes fashion, and who knows style is nothing without substance.

		<b>L'Officiel Singapore</b>
Total Circulation	Publisher 2010	30,000

**EDITORIAL PROFILE:**

*L'Officiel* Singapore is the essential fashion and beauty read for the chic, successful, affluent and independent woman. *L'Officiel* is an important part of the fashion world and is read by professionals industry. This means its editorial is completely dedicated to fashion and its latest evolutions. Divided into four distinct sections: Trends, Beauty, Magazine and Fashion; its editorial covers lots of subjects such as super models, photography and photographers, designer and fashion design, couture, etc. Moreover, *L'Officiel* Singapore always ensures the topics and issues it covers are relevant to its local readers.

**TECHNICAL SPECIFICATIONS:**

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