



Weekly, published on a Wednesday
Female Picture Magazine in Spain
Cover Price: € 1.50

MARKET POSITION:

Cuore, launched in May 2006, is a weekly female magazine. It circulates nationally and is targeted at women (80%) between 20 and 35 years old (67%). Grupo Zeta has created a picture magazine exclusively for women from the B and C social classes (75%). Reasonably priced and easy to read, **Cuore** has been developed to cover many topics with humour and a different point of view. It has the same concept as the magazines, 'US Weekly' in the U.S., 'Heat' in the U.K. and 'Public' in France.

	Cuore
Circulation every week	228 439
Copies sold every week	220 869
Readership	888 000

Source: EGM 2nd CUM 2010

EDITORIAL PROFILE:

Cuore is three magazines in one: People, Fashion and TV are the main sections of this title. It covers a wide range of topics from fashion, beauty, health to TV and celebrities. Most articles on celebrities analyse their appearances, hobbies or parties. In addition there are weekly TV and Cinema listings. Tests and games are included for female consumers' leisure. **Cuore** is the new escapist magazine for a new generation of women.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

1 month prior to publication date.

If you would like to receive copies, a media pack or coverage rankings, please contact
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