



France's Leading Retail Weekly
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MARKET POSITION:

LSA (Libre Service Actualité – Le magazine de la grande consommation) is the undisputed market leader in the French distribution press and is the most comprehensive and cost effective method of reaching key decision-makers in the French retail market. The magazine is the market leader in terms of audience, circulation but also in terms of reading time (47 minutes) and consultations (2,2).*

LSA targets both distributors and industrial professionals. Readers are Purchasers, Department Managers, Sector Managers, Store Managers, Floor Managers, CEO's, Managers, Products Manager, Marketing and Communication Managers, etc.

*Source: Audience survey TNS Sofres November 2008

		LSA
Total Circulation	OJD 2015	20,412
Domestic Paid Circulation	OJD 2015	13,743
PREMIUM (Senior ex + High Income) 2013		79,000
All		44,000
Easy		71,000
Activ		37,000
Activ Easy		

EDITORIAL PROFILE:

LSA is essential when launching a product in France because it delivers high added value information concerning the strategies of corporate names, product innovations, changing markets and consumer trends.

In 2010, **LSA** have launched an improved format with a new logo, a new page setting easier to read, a more involved editorial team and 9 new themed sections:

- L'évènement: interview with a CEO/Manager
- Les indicateurs: key data and trends
- Les entreprises: news, acquisitions, communication, real estate, etc.
- Le dossier : special report on a topical subject
- Les produits : information on alimentary and non-alimentary innovations
- La tendance : information on a topical consumption trend
- Les réseaux : news, stores, shopping-centres, e-commerce, etc.
- Le management : social information and job opportunities
- A l'enseigne : focus on a brand name

ADVERTISING RATES 2017:

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