

NEON

It is generational brand unisex and general
Monthly Magazine
Cover Price: € 3.90



MARKET POSITION:

Neon is a unisex magazine offering a mix of news, fashion, lifestyle, society in order to reach a wider target. **Neon** offers a totally new approach and is very attractive because it corresponds to the requirements of thirty-year-old peoples' dreams and aspirations. It targets inquisitive, open-minded readers who wish to understand how things work. The publisher wished to be different and to be useful to readers by imparting knowledge to encourage them to discover. **Neon** tries to create an emotional link with its readers by adopting an outspoken tone in order to be original, amusing and entertaining. The readership of **Neon** is typically young (25-35 years old), urban, premium, working and ABC1.

		NEON MAGAZINE
Total Circulation	OJD 2019	28,649
Domestic Paid Circulation	ODJ 2019	25,768

EDITORIAL PROFILE:

Neon is the new Prisma magazine for young adults. It is the French adapted version of the German magazine "**Neon**" which was very successfully launched in Germany and it remains a huge success. The magazine's aim is to reach the 25-35 year old population. It covers politics, society but also fashion, culture and music. The new formula of 2016 could should include new sections with more experiences, curiosity and testimony.

ADVERTISING RATES 2020:

Please contact us for details.

TECHNICAL SPECIFICATIONS:

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