

OPTIMUM

France's Leading Men's Interest Magazine
Monthly Publication, issued on last Saturdays
Cover Price: € 3.00



MARKET POSITION:

L'Optimum is the men's leading lifestyle magazine in France. With no other competitors in its market, it is at the forefront of men's lifestyle publishing. *L'Optimum* manages to maintain this pole position due to its constantly innovative style. The readers of *L'Optimum* are mostly 25 to 45 years old, and 30% of them have children.

		L'Optimum
Total Circulation	OJD 2016	36,219
Total Paid Circulation	ODJ 2016	32,518

EDITORIAL PROFILE:

L'Optimum is a magazine dedicated to the modern man. It is a consumer and lifestyle title, which covers everything from men's fashion, cars, cinema and travel to restaurant and bars, food and household accessories. *L'Optimum* aims to emulate the leading UK magazine in this market, GQ, and derives some of its inspiration from its style. *L'Optimum* is the 'must-have' magazine for men who want to follow the latest trends both at home in France and abroad.

ADVERTISING RATES 2017:

Please contact us for details

TECHNICAL SPECIFICATIONS:

OFFSET
SCREEN Black 133, 4col 150
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COPY DEADLINE:

1 Month prior to publication

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