



The French Monthly Magazine of reference on
Electronic music and its culture
Cover Price: € 4.95



MARKET POSITION:

Trax magazine was created in France in 1987 and has for 11 years become known as the definitive magazine of reference for electronic music and its culture. It is aimed at a male audience, aged between 18 and 40. Its readership is mainly comprised of early adopters, clubbers and electronic music lovers. They are mainly consumers of cultural and leisure goods.

Trax magazine was voted Best Magazine at the House Music Awards in 2005.

		Trax magazine
Total Circulation	publisher 2016	18,073
Readership	publisher 2016	150,000

EDITORIAL PROFILE:

Trax is the French magazine of reference for contemporary music, constantly looking for new electronic music trends as well as hip hop and rock music. The magazine broadens its horizons to other cultural trends in the context of music: graphic arts, fashion, pictures, numerical arts, cinema, and literature.

Trax disassembles electronic music making it accessible to a demanding public: interviews, musical news, current personality's favourite music (DJ's, designer...), portraits, fashion, photo, performances or parties' reports, novelties to buy...

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