



Weekly, published on Wednesdays
Cover Price: € 2.70



MARKET POSITION:

VSD is the only newsweekly to combine both information and pleasure all in one magazine through a unique and unusual perspective. These key values answer people’s new expectations: learn relevant information and escape from there everyday life.

The readers of VSD are young, modern, and urban with a keen interest on news. They are also self-indulgent consumers who are hungry for information across a wide spectrum of “buzz” subjects.

		V.S.D.
Total Circulation	OJD 2016-2017	96,646
Domestic Paid Circulation	OJD 2016-2017	92,524
<u>Readership</u>		
ONE (total readership) 2016-2017		844,681

EDITORIAL PROFILE:

Initially launched in 1977, VSD was bought by Prima Presse in June 1996 and it was subsequently re-launched. VSD has built its reputation through its exclusive pictures and its very well documented articles. Due to the diversity of topics, easy to read articles and nation-wide surveys, VSD is continuously increasing its readership. The magazine covers every current event with prestigious photographers.

In 2010, VSD refocused on its core fundamentals: analysis, photojournalism, study of celebrities and current events. It also provides a guide about culture and the latest trends.

VSD is organized in 2 sections, inseparable from each other: “Les coulisses de l’actualité” and “Le meilleur des week-ends”. VSD is now on sale on Wednesdays to give the readers their week-end events information earlier than before, thus giving them more time to plan ahead.

ADVERTISING RATES 2018:

Size	4 colour	Trim
Page	15 100 €	206 x 273
DPS	30 200 €	412 x 273
½ Page V.	12 000 €	103 x 273
¼ Page V	9 000 €	51 x 273

TECHNICAL SPECIFICATIONS:

Contact us for details.

COPY DEADLINE:

3 weeks prior to publication.

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk