



avantages

Monthly Women's magazine

COVER PRICE 3,30€



MARKET POSITION

Avantages is one of the most widely read monthly women's magazine in France. It is the French version of the British *Essentials* magazine, and was created to make its readers day to day life easier, by exploring the latest trends in fashion, cooking, gardening, tourism, health, wellbeing, and DIY. It has three special editions throughout the year, and a health edition covering wellbeing, nutrition and herbal remedies. 66% of the audience are women, and 22% are AB+, with a re-subscriber rate of 61%.

Paid Circulation in France ACPM OJD 2024 - 2025	232 324
Total Circulation ACPM OJD 2024 - 2025	238 424
Readership <u>ONE</u> NEXT 2025 S2	1 032 000

EDITORIAL PROFILE

Avantages has three special editions per year: focusing on gardening, health and parties. It is part of Groupe Marie Claire, which is renowned for its diverse coverage in fashion, beauty, wellbeing, family, and lifestyle. Its leading titles include : Marie-Claire, Magic Maman, Marie-Claire idées, Marie Claire Maisons, and Stylist.

ADVERTISING RATES 2026:

Format	Standard	Sizes (L X H) mm
Double Page	€ 61 600	420 x 264
Page	€ 30 800	210 x 264
½ page horizontal/ vertical	€ 23 900	98 x 264 mm or 210 x 128

TECHNICAL SPECIFICATIONS:

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