



France's Leading Science
and Nature Magazine
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MARKET POSITION:

Ca m'intéresse was launched in 1981 and modelled itself on its successful German predecessor "P.M." It quickly became one of the leading general information titles in France. It targets curious open-minded readers who want to know more about current events, and the latest developments in products and trends. 61% of readers are over 50 years old and 51% are women.

	Ca m'intéresse
Paid Circulation in France ACPM OJD 2024-2025	152 012
Total Circulation ACPM OJD 2024-2025	158 153
Readership <u>ONE NEXT</u> 2025 S2	
	2 415 000
INFLUENCE 2025	
All	482 000
Senior Management	261 000
Top 1% Wealthiest (+200K€)	14 000

EDITORIAL PROFILE:

Ca m'intéresse is a multi-thematic magazine that helps you to better understand the modern world. With a positive and playful tone, the magazine is constructive, entertaining, and accessible. **Ca m'intéresse** is enriched by its special editions, including **ca m'intéresse histoire** and **ca m'intéresse questions & reponses**. It covers 5 major editorial topics: Society, History, Nature/Environment, Technology/Science and Adventure/Sport.

ADVERTISING RATES 2026:

FORMAT	STANDARD	SIZE (WX H) mm
Page	16 500€	216 x 270
DPS	33 000€	432 x 270
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1/3 Page	11 500€	70 x 270
¼ Page	10 000€	106 x 134

TECHNICAL SPECIFICATIONS:

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