



France's Leading Women's Magazine  
Weekly  
Published on Saturdays  
Cover Price: 2,60€



### MARKET POSITION:

The leading women's magazine covering topics from fashion and cosmetics, health, living, literature and entertainment. **Femme Actuelle** has been the uncontested most read magazine in France for over 20 years. The typical reader is a modern, free-spirited, woman with a wealth of interests, passionate, "on a whim" consumer. 77% of readers are women and 65% are over 50. 1 in 4 French women read Femme Actuelle weekly.

	<b>Femme Actuelle</b>	Maxi	Elle
<b>Paid Circulation in France</b> ACPM OJD 2024 - 2025	<b>296 086</b>	244 621	228 554
<b>Total Circulation</b> ACPM OJD 2024 - 2025	<b>305 812</b>	251 673	234 994
<b>Readership</b> <b>ONE NEXT 2025 S2</b>	<b>2 017 000</b>	1 024 000	1 285 000

### EDITORIAL PROFILE:

**Femme Actuelle** was launched in 1984 as the very first women's weekly within the Prisma Presse group. Its popularity comes from its ability to constantly adapt to the readers' interests and publish quality articles on beauty, health, gardening, books, cooking and DIY. The final section of the magazine is dedicated to games.

### ADVERTISING RATES 2026 :

FORMAT	STANDARD	TRIM (W x H) mm
Page	40 300€	215 x 271
DPS	80 600€	430 x 271
1/2 Page (Vertical )	34 600€	102 x 271

### TECHNICAL SPECIFICATIONS:

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### COPY DEADLINE:

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