



prima

France's Second Leading
Women's Monthly Magazine
COVER PRICE : 3,30€



MARKET POSITION:

Prima is a leading women's magazine focused on wellbeing, with something for everyone. 90% of its readership are women over 40 years old who are passionate and committed readers. *Prima* is France's second most read women's magazine after *Femme Actuelle*, another Prisma Media title. It includes sections on craft, entertainment, fashion, recipes, sustainable consumption, wellbeing, inspiration and puzzles. Also, there are 3 special editions per year: Christmas, 4 seasons cooking and "I make everything homemade."

	Prima
Paid Circulation in France ACPM OJD 2024 - 2025	217 185
Total Circulation ACPM OJD 2024 - 2025	225 037
Readership	
<u>ONE NEXT</u> 2025 S2	938 000

EDITORIAL PROFILE:

Prima's success is due to its very broad editorial profile. It is designed for women who don't want to read about celebrity gossip, but instead want a lifestyle magazine with easy-to-digest content. It gives in-depth information on fashion, beauty, health, gardening, decoration and cooking, with do-it-yourself guides, and coaching advice on every aspect of life at home (How can I be more organised? How do I live with my family?) The needlework patterns found in each issue is one of the main reasons for its huge circulation.

ADVERTISING RATES 2026:

FORMAT	STANDARD	SIZE WXH (MM)
Page	23 500€	203 x 267
DPS	47 000€	406 x 267
Outside Back Cover	45 000€	203 X 267
1/2 Page	18 500€	94 x 267 OR 203 X 129
1/3 Page	15 000€	64 X 267 OR 203 X 90

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

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GCA International Media Sales 020 7730 6033

Email: gca@gca-international.co.uk