



magicmaman

The leading bimonthly magazine
for parents

COVER PRICE: 3,90€ / free



MARKET POSITION :

In 2017, Famili and **Magicmaman** merged to create the new Magicmaman magazine aimed at pregnant women or parents of young children. Since March 2017, 150 000 free copies per edition have been released in places frequented by pregnant women, such as doctors. This allows **Magicmaman** to reach a bigger portion of their target readership. It covers pregnancy, a guide on baby names, news on celebrities who have recently given birth, women's health, recipes, school, beauty, competitions, maternity advice and ideas for activities to do with children. 86% of the readership are women, and 46% are women between the ages of 25 -49.

	Magicmaman
Total Free Circulation in France ACPM OJD 2024 - 2025	133 223
Readership ONE NEXT 2025 S2	676 000

EDITORIAL PROFILE:

Marie- Claire is renowned for its diverse coverage in fashion, beauty, wellbeing, family, empowerment and lifestyle. Its leading titles include : Marie-Claire, Marie-Claire idées, Marie-Claire Maisons, Marie Claire enfants, Stylist, Avantages, Cuisine et vins de France, and La revue du vin de France.

ADVERTISING RATES 2026 :

FORMAT	STANDARD	SIZE L X H (MM)
Double page	35 000€	400 x 250
Page	17 500€	200 x 250
½ Page	13 600€	100 x 250 OR 200 x 125
1/3 page	9 700€	66 x 250
Outside back Cover	33 800€	200 x 250

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

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