



Publicitas International AG
Magazines
List of represented titles

France

2010

France



Daily **Leader of the quality paper in France! Le Figaro** is the most innovative broadsheet in France with a strong policy of supplements and brand spin-offs hence covering all centres of interest of the readers: news both national and international in politics, business and finance, sports, science, arts and lifestyle.

Copies:
315'656



Weekly Launched in 1867, JDF editorial concept is to create a complete newspaper for all the investors and to take into account all the innovations that took place in the financial sphere. In order to better inform the readers, and because the Stock Market and finances are alive, **Le Journal des Finances** adopts a clearer layout: A dynamic reading, a differentiated quotation, more sensible advice, more in-depth studies.

Copies:
65'383



Weekly Round up of the week's forthcoming cultural events. Coming out on the Wednesday as a supplement to Le Figaro, **Le Figaroscope** is a combination of a cultural magazine and a time out city guide. Distributed in the Paris area, it provides a quality editorial content with a review of the week's exhibition, food and drink, critiques,... Le FigaroScope proposes the largest possible cultural package.

Copies:
209'192



Weekly **REUSSIR** - L'Express and Le Figaro, two strong brands join forces to offer the only media on jobs search and recruitment distributed to nearly 800 000 ex.

Copies:
902'335

The strength of two references to serve employment, recruitment and business life.



Weekly **TV Magazine** - No. 1 of the French press launched in 1986 with the daily France Soir, TV Magazine was the first magazine supplement dedicated to television. Strong of its success, SocPresse continued the development of TV Magazine by associating it to the Figaro in 1987 and in 2001 to the Groupe La Voix du Nord. Today, it is the first French title released by 41 French national and regional daily newspapers.

Copies:
4'492'866



Weekly
Copies:
434'029

MADAME FIGARO - The selective top-of-the range Women's magazine. Sold every weekend with Le Figaro, Madame is used as a point of reference in fashion for those looking to find the best of the season's offerings. Celebrity anecdotes, travel places, Madame has 11 international editions and reaches elegant and wealthy women and men (34%). Each week, Madame Figaro reveals the latest trends in fashion and beauty.



11 countries

Madame Figaro International, a woman's world! For over 20 years, Madame Figaro International has built around a strategic network and quality. Each of the 10 foreign editions focuses on crops and local consumption while respecting the brand values that are French elegance, selectivity, sophistication and trends. Our network has over 8 million contacts every month throughout the world with a core audience consisting of women aged 20 to 40 years. Each year, 39 910 000 copies (including France) are distributed around the world.



Weekly
Copies:
437'249

The News and Lifestyle magazine of the weekend. The definite weekend companion focuses on the newsworthy with interviews and entertaining features as well as a visually inspiring travel section, culture and arts. **Le Figaro Magazine** covers politics, social and business news as well as lifestyle and leisure information.



Weekly

Since 1985, the **Guide Envies** comes with Le Figaro a few weeks before the holiday season. Guide Envies gathers each year before Christmas, all the trends of luxury and lifestyle. With over 300 pages, it annually highlights your brand with undeniable success. Lifestyle and luxury. With the expertise of the editors of Le Figaro to delve into a specific sector or market, edited in magazine format (H350 * L265) or large format (H470 * L290), these guides offer an ideal environment devoted to subjects who fascinate our readers: watches, fashion, accessories ...

Contact

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