

AS YOU LIKE

Cover Price: 3€



MARKET POSITION:

As You Like is a new Prisma Quarterly magazine targeting AB+ Women 18-34 years old. This new generation magazine proposes all the best digital content in print.

As You Like is an original magazine, since it is made written in collaboration with the blogging community from the « HelloCoton » website.

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| | | <i>As You Like</i> |
| Total Circulation | Source IMNR May 2016 | 135 000 copies |

EDITORIAL PROFILE:

As You like magazine has an editorial content that would appeal to the mid to upper class woman, AB+ between 18-34 years old.

The **As you Like** woman is inquisitive, follows trends and is inspired in Fashion, especially through using of blogs. She is also trendy, takes care of her style, and invests in fashion and home styling.

As You Like magazine proposes a new innovating concept that doesn't follow regular Press rules:

- **Content taken from the web**
- **A LAB spirit** with an Hybrid editorial team of journalists and community managers to find and select the best of the web
- **Talents scout!** Collaborating with emerging talents (Photographs, stylists...)

ADVERTISING RATES 2017:

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TECHNICAL SPECIFICATIONS:

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COPY DEADLINE:

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