



Femme Actuelle Senior
Monthly +5 special issues
Cover Price: € 4.50



MARKET POSITION:

Femme Actuelle Senior is a new Prisma magazine targeting 50 + women.

The magazine aims active women who want to feel good, to look good and who like to live life to the fullest.

		Femme Actuelle
Total Circulation	ACPM OJD 2019	120,882
Domestic Paid Circulation	ACPM OJD 2019	116,368

EDITORIAL PROFILE:

The magazine has an editorial content that would appeal to this female age group. Women are inquisitive and want to understand the world in which they live, while enjoying life with friends.

In 180 pages written in a lively tone, the four main sections have the following objectives:

- To allow its readers to **DISCOVER**: new territories, new ways of life, new ways of thinking and health tips
- To help its readers **UNDERSTAND** topics such as: right, consumer habits, Investments, pensions, consumption, legal aspects...
- To **ENTERTAIN** its readers with fashion, beauty and cooking
- To help its readers to **LIVE** well and healthily.

ADVERTISING RATES 2020:

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TECHNICAL SPECIFICATIONS:

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