



MOBILE



MARKET POSITION:

Femme actuelle Jeux Application is a relaxing, leisure and instructive app for those who like playing and learning at the same time. The target is women from 35 to 64 years old with children and responsible for purchases. It has the best fidelity index of all women French games magazines (ind. 145) and is the leader on its target. The readers are regular readers: 54% read at least 1 issue out of 2. The circulation rate is 14.5.

MOBILE PROFILE (Mobile+Tablet):

	Femme actuelle Jeux App
Downloads (Mobile+Tablet)	206 621

Source: Publisher statement 2016

EDITORIAL PROFILE:

The 90 pages of femme actuelle jeux propose many kinds of games: crossroads, code words Kakuro, Sudoku...but also articles about culture, gardening, fashion as well as pages that will make them laugh.

ADVERTISING RATES 2018:

FORMATS	CPM € (GROSS)
Banner	10 €
Interstitial	- €

TECHNICAL SPECIFICATIONS:

Please contact us for details.
details.

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