



## MOBILE



### CORE TARGET:

**Gala app** is the continuation of the woman's magazine **Gala** (Group Prisma Presse)

**Gala** is a unique positioning in the feminine press based on a double ambition:

- Invite its readers to amuse and to dream.
- Offer to its announcers the most beautiful background for their brands

**Gala app** mainly targets an urban female working audience, aged between 25 and 49 years old (76% readers are females, 63% between 25 and 49, 58% are urban. 38 % of female readers have children aged less than 15. 42% of the visitors are AB+, including 21% of CEO'sa.

### MOBILE PROFILE (Mobile) :

	Gala
Unique visitors (per month)	2,913,000
Unique Visitors (Per day) Mediametrie Net Rating mobile Sept 2017	212,000

### CONCEPT:

The success of **Gala** is owed to the originality of its editorial concept which combines harmoniously stars' News and up-market feminine pages. Every week, the columns are divided between "Beautiful people" and feminine columns on: fashion, beauty, decoration and the art of living.

Gala, the universe of luxury, thanks to its smart format as much as its contents, offers to its readers Relaxation, Evasion, Delight and Envy!

**Gala app** proposes thematic which resume the spirit and the current events of the magazine in newsstands, series of photos of personalities and key events of the week and a multitude of columns becoming attached to the universe of celebrities.

### ADVERTISING RATES 2018:

Please contact us for details

If you would like to receive copies, a media pack or coverage rankings, please contact  
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