



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
Audience (Per Month) Mediametrie Net Rating mobile January 2016	638,000
Impressions (per month) OJD February 2016	5,780,086

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 2017:

Please contact us for details