



LE CAHIER
DE TENDANCES
DE L'OBS



**Monthly French Lifestyle supplement to
L'Obs published on first Thursday of the month**

MARKET POSITION:

Regie Obs launched its new supplement **O, Le cahier de tendances de l'Obs** on March 29, 2012.

O, Le cahier de tendances de l'Obs is a monthly supplement mainly targeting people who want to be informed about luxury lifestyle: fashion, high tech and travel.

5 Sections are designing O, Le cahier de tendances de l'Obs :

- **Trends** : all the main topics will be discussed (Lifestyle, Fashion, Beauty, Jewellery, Watches, DVD, Video games ...)
- **Magazine/Cover**: articles on a famous fashion or culture personality, society topical issues ...
- **Fashion and Luxury**: **O, Le cahier de tendances de l'Obs** will analyse style and make the reader more at ease with Fashion by positioning it in the "cultural arena"
- **Digital Culture**: the impact of digital culture on daily life and style
- **Travel**: special tourism reports as well as watches specials 53.2% of the readers are men, 46.8% are women, and the average age is 52.

		L'Obs	L'Express
Total Circ.	OJD 2014	479,641	473,743
Domestic Paid Circ.	OJD 2014	460,797	387,367
Readership			
ONE (Total Readership)	2015-2016	2,041,000	1,953,000
PREMIUM	2015-2016		
All		655,000	724,000
Top 8% Wealthiest		490,000	539,000
Senior Management		335,000	398,000
IT 2012			
ALL		64 000	54 000
IT Professionals		38 000	28 000

EDITORIAL PROFILE:

The **O, Le cahier de tendances de l'Obs** editorial team, managed by Arnaud Sagnard, will devote a great deal of editorial to visuals, photographs and iconography.

ADVERTISING RATES 2017:

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