



France's Leading Science and Nature Magazine
Monthly Publication issued on Wednesdays or Fridays
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MARKET POSITION:

Ça m'intéresse was launched in 1981 and modelled itself on its successful German predecessor "P.M." It quickly became one of the leading general interest titles in France. In 2010, **Ça m'intéresse** shows spectacular results with a circulation and audience at its highest for over 10 years. It targets curious open-minded readers who want to know how things work, background information and the latest developments in products and trends; as young double income families taking active role in their children's education.

		Ca m'intéresse
Total Circulation	ACPM OJD 2019	200,418
Domestic Paid Circulation	ACPM OJD 2019	185,957
Readership		
ONE (Total readership)	2017	3,214,000
PREMIUM 2017		
All		518,357
Senior Management		287,406
Top 8% Wealthiest		344,258

EDITORIAL PROFILE:

Ça m'intéresse is a multi thematic magazine to live and consume better in a world extremely rich and complex. With a positive and playful tone, the magazine is constructive, entertaining, concrete and accessible; it is simple but never simplistic. **Ça m'intéresse** proposes a rich and adaptable offer, enriched with special issues and special operations. The editorial profile centres around 5 major editorial topics: Society , History, Nature/Environment, Technology/Science and Adventure/Sport.

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