



**Mobile**  
France's Leading Science and Nature Application

**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.

	<b>Ca m'intéresse mobile</b>
Unique Visitors (per month)	1,048,000
Unique Visitors (per week)	329,000
Unique Visitors (per day)	51,000

Mediametrie mobile June 2020

**EDITORIAL PROFILE:**

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

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