



Femme Actuelle
 France's Leading Women's Magazine
 Weekly, published on Mondays
 Cover Price: € 2.30



MARKET POSITION:

The generalist women's magazine that talks about life and touches on all the different topics that could interest today's woman from fashion and cosmetics, health, living, literature and entertainment.

Having started off as a pioneer in its section, **Femme Actuelle** has remained the uncontested number 1 read periodical in France for over 20 years!

The typical reader is a modern, free-spirited, optimistic woman with a wealth of interests, emotional, passionate "on a whim" consumer, sensitive to her own needs as well as the world around her.

		Femme Actuelle	Maxi	Elle
Total Circulation	ACPM OJD 2019	525,035	313,379	344,117
Domestic Paid Circulation	ACPM OJD 2019	502,579	302,210	330,153
Readership				
ONE (Total Readership)	2017	3,618,000	1,585,000	2,079,000

EDITORIAL PROFILE:

Femme Actuelle was launched in 1984 as the very first women's weekly within the Prisma Presse group. Its attraction lies in its ability to respond to women's expectations through quality articles on beauty, health and gardening, books, cooking and DIY. The last section is dedicated to games. Due to its unique formula, this publication is read by 1 in 4 French women every week. In 2009, **Femme Actuelle** confirms its position as a practical woman weekly thanks to a new layout, a richer editorial concept and a stronger bond with readers.

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