



The Woman's World on the Web

CORE TARGET:

Gala.fr 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.fr 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.

	Gala.fr
Unique Visitors (per month)	2,128,000
Unique Visitors (per week)	762,000
Unique Visitors (per day)	125,000
Pages viewed (per month)	69,613,063
Time spent per UV (per month)	00:10:04

Source: Mediametrie NetRatings Fixe June 2020

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.fr 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 2020:

FORMATS	CPM € (GROSS)	SIZE
Mega Banner	65 €	728 x 90
MPU	80 €	300 x 250
Button	40 €	300 x 110
MPU expand	95 €	300 x 600
Interstitial pre-home	120 €	800 x 600

If you would like to receive copies, a media pack or coverage rankings, please contact
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