



Weekly, published on Monday
 France's Leading Celebrities' Magazine
 Cover Price: € 3.00



MARKET POSITION:

Gala is the premium women magazine offering a mix of celebrity news and high-end topics on fashion, beauty and lifestyle. With its large format and glossy paper, **Gala** provides great emotions and leisure time. In 2009, **Gala** adopts a new cover, more elegant and stylish. It also adopts a new road map with more stories (success stories, sagas, etc.) and photos; dynamism and modernity will become the driving forces of the magazine.

The readership of **Gala** is typically young (25-49 years old), urban, working and ABC1. It is composed by 71% of Women and by 29% of Men, eager consumer looking for the latest news and trends to inspire its lifestyle.

		Gala	Madame Figaro	Elle
Total Circulation	ACPM OJD 2019	175,145	389,341	344,117
Domestic Paid Circulation	ACPM OJD 2019	163,188	382,320	330,153
Readership				
ONE (Total Readership)	2017	1,723,000	1,294,000	2,079,000
PREMIUM 2017				
All		381,823	466,406	555,602
Top 8% Wealthiest		303,471	405,579	460,514
Senior Management		166,975	186,149	256,720

EDITORIAL PROFILE:

Gala is mainly dedicated to the life of celebrities. The magazine is renowned for its exclusive photographs, but also for being elegant, refined, glamour and dynamic.

Gala is the most exclusive women and celebrity magazine that plays on emotions and dreams. Its reports do not miss anything about international and French stars. Once a week, **Gala** also proposes special sections: Flash Stories (7 stories that make the news) and Flash Mode (accessories worn by celebrities).

ADVERTISING RATES 2020:

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TECHNICAL SPECIFICATIONS:

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