



Weekly Christian Newsmagazine
Cover Price: € 4.00

MARKET POSITION:

La Vie is a weekly Christian newsmagazine dedicated to the whole family. It targets both men (43%) and women (57%). Its readers are mainly educated people, from upper and medium social classes (55%). With a reader's average age of 60 years old, it's the youngest of the French senior publications.

		La Vie
Total Circulation	ACPM OJD 2019	77,971
Domestic Paid Circulation	ACPM OJD 2019	74,232
One	2017	452,000

EDITORIAL PROFILE:

La Vie covers the news with faith and emotion, while making strong and positive choices, in order to help readers to find some meaning. It also provides some inspiration for the personal life, with sections such as culture, psychology, leisure etc...

ADVERTISING RATES 2020 :

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TECHNICAL SPECIFICATIONS:

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