

# prima

France's second leading women's monthly  
Cover Price: € 3.90



## **MARKET POSITION:**

**Prima** is France's second leading women's magazine with 3 million readers – the leader is *Femme Actuelle*; another Prisma Press title. **Prima** otherwise outperforms all other women's magazines.

**Prima** targets self-assured modern women that care about their well-being and relationships with others. Those who want to simplify and render their everyday life more positive, those who are passionate consumers and who are striving to embellish their environment and live a high-quality standard of life.

|                               |               | Prima     | Marie-Claire | Avantages |
|-------------------------------|---------------|-----------|--------------|-----------|
| <b>Total Circulation</b>      | ACPM OJD 2019 | 248,751   | 323,085      | 362,567   |
| <b>Domestic Paid Circ.</b>    | ACPM OJD 2019 | 237,063   | 311,420      | 352,372   |
| <b><u>Readership</u></b>      |               |           |              |           |
| <b>ONE (total readership)</b> | <b>2017</b>   | 1,693,000 | 2,196,000    | 1,829,000 |

## **EDITORIAL PROFILE:**

**Prima's** success is due to its very broad editorial profile. It has built a relationship with its readers for over 2 decades by portraying the beautiful and positive aspects of life. Each month, **Prima** mixes practical reports and general interest articles. It gives in-depth information on fashion, beauty, health, gardening, decoration and cooking, with a lot of do-it-yourself hints. It gives psychological and coaching advice in every aspect of life at home (How am I organised? How do I live with my family?), It also reports on children, society, tourism, environment and D.I.Y. The needlework pattern that is enclosed with each issue is one of the main reasons for its huge circulation.

## **ADVERTISING RATES 2020:**

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