

Télérama¹ Mobile

The App of the French weekly “multi-cultural” magazine

MARKET POSITION:

Télérama.fr mobile is the App of the well-known French “multi-cultural” magazine. **Télérama** is the only cultural weekly which has a readership mostly composed of executives with high incomes (44% of AB+). 30% of **Télérama** readers have Net annual household revenues over 48,000 €; and more than 15% have Net annual household revenues over 60,000 €.

Télérama.fr mobile has reached a mixed audience with 57, 3% men and 42, 7% women. The main target audience is aged from 25 to 34 (24,5%). 30,5% of the target audience live in Paris and surroundings.

	Telerama.fr mobile
Unique Visitors (per month)	1,198,000
Unique visitors (per day)	104,000

Mediametrie Net Rating mobile June 2019

CONCEPT:

Télérama.fr mobile is an app that deals with political, business, national and international news through culture (cinema, music, books, dance, theatre, design, art, television program, radio, IT...). Its success can be explained by the way that the journalists and graphic designers try with creativity to put in the editorial some well-known and unknown cultural events.

ADVERTISING RATES 2019:

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TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

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GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk