



Leading French Fortnightly TV Magazin
issued every two Mondays
Cover Price: € 1.90



MARKET POSITION:

Pioneer in the fortnightly TV magazines, **Télé 2 Semaines** has become the leader in this area and brought a major innovation on the TV magazine market in France. It has been elected for the 2nd year in a row, best TV magazine of 2008 at the *Grand prix des Magazines de l'Année*.

It targets young (one reader on two is less than 35 years old), working families (2 readers on 3 have at least one child), dynamic, pleasure seekers, open to novelties, interested in fashion and high-technology.

		Télé 2 Semaines
Total Circulation	ACPM OJD 2019	654,620
Domestic Paid Circulation	ACPM OJD 2019	652,056
<u>Readership</u>		
ONE (total readership)	2017	2,779,000

EDITORIAL PROFILE:

One of the only two fortnightly television magazines on the market, **Télé 2 Semaines** combines two main functions:

- 1) Practical TV Guide with 2 weeks of television programs (over 75 channels) in a modern, clear and extremely dynamic layout.
- 2) Interview, features and background information on topics related to the media industry in addition to numerous categories for the entire family. Of all TV magazines, it has the most in-depth features on film, sports and tourism, in addition to cuisine and high technology features

ADVERTISING RATES 2020:

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