

Télé Loisirs

Weekly published on Monday
The most comprehensive TV magazine in France
Cover Price: € 1.40



MARKET POSITION:

Télé Loisirs is renowned for having revolutionized the French market magazine and made way for a new concept in television magazines, combining popular entertainment content with television channel programming. Their slogan explains their success: *“Toujours une longueur d’avance”* (always in advance). It targets mainly young, working families, equipped with cable and satellite access, greatly interested in new technology.

		Télé Loisirs
Total Circulation	APCM OJD 2019	595,315
Domestic Paid Circulation	APCM OJD 2019	590,743
Readership		
ONE (Total readership)	2017	3,856,000

EDITORIAL PROFILE:

Télé Loisirs publishes the programme list for over 70 channels and is currently the most comprehensive TV magazine in France. Its success comes from a broad editorial coverage consisting of articles about people, cinema, health, and cooking which ensures that people not only use it every day of the week as an indispensable guide but also enjoy it as in-depth read.

Télé Loisirs is a reputable partner in many TV shows in France and as such has an extremely strong brand image. Moreover, it always contains something of interest for the whole family and is thus regularly passed around.

ADVERTISING RATES 2020:

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TECHNICAL SPECIFICATIONS:

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