

TÉLÉOBS

Weekly supplement of L'Obs
Dedicated to TV and cinema



MARKET POSITION:

Incorporated each week with *L'Obs*, **Télé Obs** is the best TV magazine to reach the executives. **Télé Obs** is an upmarket TV title. The readership of **Télé Obs** is, together with *Télérama's*, the wealthiest of the TV press. Almost half of the readers are ABC1 and more than 22% earn more than 48,000 € per year. Thanks to its specific circulation, **Télé Obs** is the only TV title to remain stable in a market affected by the arrival of the fortnightly titles (*Télé 2 Semaines* and *TV grandes chaînes*).

		L'Obs	L'Express
Total Circ.	OJD 2019	225,304	267,557
Domestic Paid Circ.	OJD 2019	215,877	201,126
<u>Readership</u>			
ONE (Total Readership) PREMIUM 2017	2016-2017	2,417,101	2,129,705
All		639,120	707,394
Top 8% Wealthiest		476,103	528,839
Senior Management		325,139	396,761

EDITORIAL PROFILE:

Since 1993, **Télé Obs** devotes 68 pages to TV (including the TV programmes) and 10 pages to cinema. The title offers the same unique approach and style of *L'Obs* adapted to TV and Cinema. **Télé Obs** does not only provide the programmes of the week but is a real guide. Indeed, the TV section has a unique editorial content: more than half is dedicated to reviews and columns. The cinema section offers news, box-office, portraits and the reviews of all the latest movies. In this market, **Télé Obs** is the only title to offer such a rich editorial content.

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