

# Télérama

The French weekly "multi-cultural" magazine  
 Issued on Wednesdays  
 over Price: € 3.00



## MARKET POSITION:

**Télérama** has an unusual approach, even if its name sounds like just another weekly, its content has however a broad editorial coverage aiming to inform people of national or international cultural events. **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 €. The weekly is the 2<sup>nd</sup> news magazine among female readers and the 1<sup>st</sup> among female readers from ABC1 social classes.

		<b>Télérama</b>
<b>Total Circulation</b>	ACPM OJD 2019	<b>489,319</b>
<b>Domestic Paid Circulation</b>	ACPM OJD 2019	<b>483,274</b>
<b><u>Readership</u></b>		
<b>ONE (total readership)</b>	2017	2,731,000
<b>PREMIUM (senior ex + high income)</b>	2017	
All		808,962
Top 8% wealthiest		652,158
Senior management		376,036
Senior management and High Income		219,232

## EDITORIAL PROFILE:

**Télérama** is a weekly magazine 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. **Télérama** has always known how to develop its readers' curiosity and therefore remains the most modern and daring magazine, on account of its editorial content and layout.

## ADVERTISING RATES 2020 :

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