

Gala *Very Important Magazine*



Editorial Concept

- **Gala, is the premium fashion people magazine** for women based on a double reading promise :

Find out the latest news about your favorite stars in the first pages: emotion, glamour, success, and dreams.

Feminin pages, in Fashion, Beauty, Cooking, Travels. A world of luxury, beauty, elegance and seduction

Luxurious from the first to the last page, Gala allows its readers to dream of and escape into the glamorous world of the rich and famous:

Luxurious format, glossy paper and very elegant layout.

Luxurious life of the stars and paradise places

Accessible luxury for the reader whose dreams and other desires are inspired by Stars: icons and a muses.

Five Good Reasons to Choose Gala

1 - A unique format for your brands ...

Luxurious layout , an XXL format , and reproduction of high quality
Big pictures on glossy paper

2- A unique concept...

Which creates a strong connection between the brands and the readers. The star or muse attracts the reader allowing the brand to build a unique bond with him, generating desires of consumption.

3 – A strong advertising impact...

Surveys prove the strong implication of women when they read the magazine :
on average, an Ad is seen by more than 80% of the readers ⁽¹⁾ !

4 – The most economic Cost per Thousand of its type ... ⁽²⁾

In women circulation and readership !

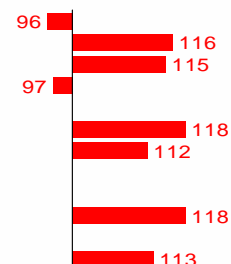
5 - The “ emotional referent ” ...

In 10 years, Gala became the new reference of feminin selective magazines with two leaders *Elle* and *Madame Figaro*.
Gala is the perfect alternative to more classical feminin media plans.

Readership Profile*

2 967 000 readers, 2 210 000 women
Women : 74.5% - Men : 25.5%

	<u>All women</u> 25 945 000	<u>Gala readers</u> 2 210 000
15-24	14.2%	13.6%
25-34	14.8%	17.6%
35-49	25.2%	28.9%
50-64	23.1%	22.4%
Active	48.5%	55.8%
HH 2 active and +	42%	45.7%
Urban (cities >100 000 h & Paris)	45.5%	51.9%
children<15ans	31.8%	36.8%



Source : AEPM 08

⁽¹⁾ source ISL ⁽²⁾ univers : Elle, Madame Figaro, Biba, Cosmo, Marie Claire, Marie France

Gala's readers are « Fashion Addict »

39% follow the latest trends (index 128)

29% update their wardrobe on a constant basis (index 134)

54% enjoy shopping (index 122)

41% bought over 17 new fashion items (index 131)

Source : SIMM 2008

Circulation

Total Paid Circulation

338 084 copies

France Paid Circulation

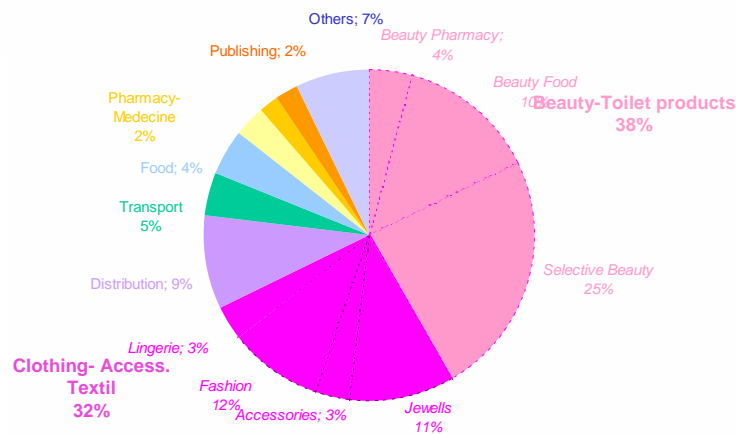
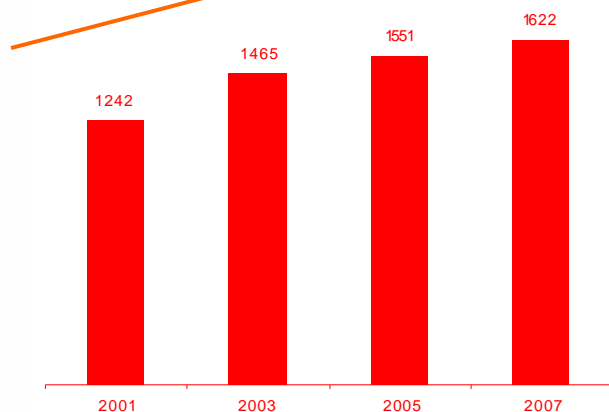
307 740 copies

% newsstands sales = 87 %

Source : OJD 08 (DSH)

Advertising

+ 31%



Source : Sécodip 2008

Cover price :	2.20 €	Audience :	2 210 000 (AEPM 2008)
Frequency :	weekly	Cover	8.3%
Ad closing date :	4 weeks before publication	Technical Informations :	
		Format :	Bleed : 240 X 330 Non Bleed : 207.6 X 297.6
Lauching date :	1993	Type of Format:	TIFF - IT/P1
Ad rates 2009 :		Resolutions :	CT 12L/mm LW:100L/mm
FP4C	20 760 €	For Bleed, 5 mm gap around the page is needed . Inserts, special operations :	contact us
Discount :			
Volume discount:	from 4%		
Professional discount :	15%	CONTACT :	
		International Advertising Director, Amélie Barsi	
		33 1 44 15 33 05, abarsi@prisma-presse.com	
		International Advertising Media Coordinantor, Sandrine Araldi	
		33 1 44 15 34 05, saraldi@prisma-presse.com	

9 Special Issues per year :

Fashion / Accessories / Beauty / Gifts / Jewels / Luxury

March 2009