

**"Le Trio Gourmand" : Three magazines covering every French woman's cooking needs**

**"Le TRIO GOURMAND" :**

**Circulation (OJD 2007 / 2008) :** 297 000 copies  
**Readership (AEPM 2007 / 2008):** Total Adults : 4 360 000  
 Women : 3 340 000



**Proximity : The practical guide to easy cooking**

**Editorial Concept:** The practical cooking guide that provides simple and easy to follow recipes as well as nutritional information on products, where to shop for them and the latest novelties that facilitate life in the kitchen.

**Core Audience:** Working women who have interests outside of the kitchen and search for various ideas with short preparation times, homemakers who prepare numerous meals and need new ideas.

**Guide Cuisine : Proximity**

« To succeed everything, follow the guide. »  
 70 670 copies (DFP 07-08)  
 898 000 women readers (AEPM 07-08)



**Contemporary : The learning cooking magazine trusted by experts**

**Editorial Concept:** The trusted generalist that provides expert cooks with a wide range of original ideas, tips directly from the chefs, product information and solutions to host convivial events around the table.

**Core Audience:** Women who know their way around the kitchen but are always looking for ways to refresh or improvise their meals for every occasion from daily snacks to holiday dinner parties.

**Cuisine Actuelle : Modernity**

« Much more than just recipes »  
 171 548 copies (DFP 07-08)  
 2 752 000 women readers (AEPM 2007200-08)



**Life style :The gourmet magazine for food & wine connoisseurs**

**Editorial Concept:** The gourmet magazine that shows food connoisseurs how to prepare special meals with a fl air of expertise and divulges information on the world of luxury cuisine from the best wine lists to where master chefs are serving their latest creations.

**Core Audience:** People who enjoy good food and fine dining and strive to prepare master recipes at their own stoves, savoring original and sophisticated culinary experiences.

**Cuisine Gourmande : L'Art de vivre**

« Share the right pleasure »  
 54 782 copies (DFP 07-08)  
 958 000 women readers (AEPM 07-08)



**Cuisine Actuelle Hors-série**

**The Thematic Bimonthly Magazine**

**For a woman who follows** her impulses and falls for a theme or a cover.

- 6 issues per year
- Very powerful : 157 174 copies. (DFP 07-08).
- Very complete : 100 pages on the topic addressed.
- High End : paper of better quality, more aesthetic layout.

	All French women 25 940 000 million	Trio Gourmand readers 3 340 000 million	Index: All women= 1000
15-24yrs	14.2%	8.9%	297
25-34yrs	14.8%	15.6%	522
35-49yrs	25.3%	35.0%	1 169
50-64yrs	23.1%	29.5%	984
65yrs +	22.6%	11.0%	368
<b>25-49 yrs</b>	<b>40.1%</b>	<b>50.6%</b>	<b>1 691</b>
<b>Employed</b>	<b>48.4%</b>	<b>61.5%</b>	<b>2 053</b>
<b>AB HH</b>	<b>29.5%</b>	<b>34.7%</b>	<b>1 157</b>
<b>AB+ HH</b>	<b>25.1%</b>	<b>28.8%</b>	<b>961</b>
Urbans	45.1%	41.2%	1 376
<b>Children &lt;15 yrs</b>	<b>31.5%</b>	<b>39.3%</b>	<b>1 313</b>

	Trio Gourmand	Média Cuisine	Prima Cuisine Gourmande	Hors série Cuisine Actuelle	Guide Cuisine Pour Chaque Jour
<b>Cuisine Actuelle</b>	×	×			
<b>Guide Cuisine</b>	×	×			
<b>Prima Cuisine Gourmande</b>	×		×		
<b>Cuisine Actuelle Hors série</b> / <b>Guide Cuisine Pour Chaque Jour</b>				×	×
<b>2009 Ad rates full page 4C</b>	<b>17 820€</b>	<b>14 730 €</b>	<b>6 180 €</b>	<b>10 510 €</b>	<b>5 670 €</b>

	<b>Guide Cuisine</b>	<b>Cuisine Actuelle</b>	<b>Prima Cuisine Gourmande</b>
<b>Identity</b>			
Launch Date	1987	1987	1994
Cover Price	1.80 €	1.95 €	3.20 €
Frequency	Monthly	Monthly	Bimonthly
On-Sale Date	15th of each month	Last week of previous month	2 <sup>nd</sup> week every 2 <sup>nd</sup> month
Issues per year	12	12	6
Average pages per issue	67	67	112
<b>Circulation (DSH 07-08)</b>			
France payée	70 671 copies	171 548 copies	54 802 copies
Totale payée	76 088 copies	181 828 copies	62 109 copies
<b>Readership (AEPM 07-08)</b>			
Women	898 000	2 752 000	958 000
Penetration	3.5%	10.6%	3.7%

[www.guidedecuisine.fr](http://www.guidedecuisine.fr)  
[www.cuisineactuelle.fr](http://www.cuisineactuelle.fr)  
[www.cuisinegourmande.fr](http://www.cuisinegourmande.fr)  
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**Technical Information**

Page size: Cuisine Gourmande Bleed 230x297  
 Cuisine Actuelle & Guide Cuisine Bleed 210x280  
 File format: Tiff-It/ P1  
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 LW 100l/mm

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