



THE WOMEN NEWS WEBSITE

A DARING SECTION FOR WOMEN

SENSE & LIGHTNESS

Topics to learn something or have a break, « Fashion » decoding or « Culture » quiz.
New sections : wellness, men, business...

INSPIRATION & DISCOVER

A staging and a navigation to enjoy the content of all sections, the slide shows and the videos.

EXPERIENCES & EMOTIONS

Users can share what they like and discover what others users like .

AN AFFLUENT AUDIENCE

1,8 million unique visitors
17 millions pages
160 000 newsletter subscribers – 3 issues per week
29% AB+ (ind 128)
47% 25-49 yo (ind 113)
24% belong to TOP2%*(ind 127)

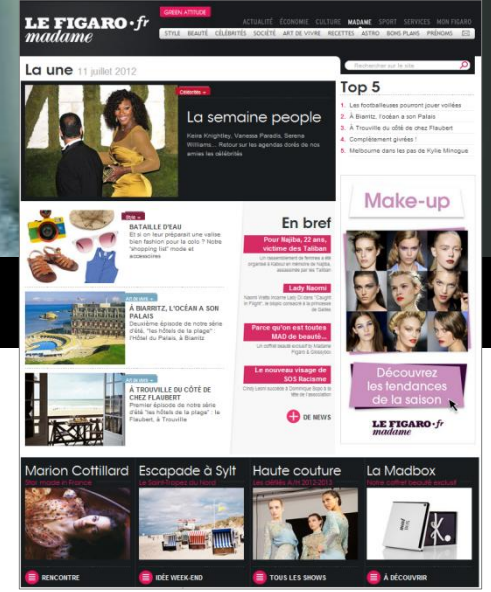
Médiamétrie//Netratings – AT Internet june 2012
Premium 2011

Launch: 2006
Editor in chief:
Rute Mendes

Each week,
Figaro brand reaches
9.2 millions readers

Source : ONE 2011

*top 2% = incomes>115KE



Madame Figaro is also :

- Madame Figaro & Madame Figaro Pocket
- Each month a Parisian special section
- 8 international editions
- **2 applications** : iPad & Smartphone (oct)

COMMERCIAL CONTACT

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LE FIGARO • fr
madame

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A MULTIMEDIA WOMEN BRAND

In 2 years, Madame Figaro has developed a dynamic ecosystem placing the brand as a **true label of influence for women** :

- # Pocket format and its convergent section of 16p (Madfor)
- # the iMad : an innovative and interactive digital experience
- # a website dedicated to brand content
- # development of our 2 labels (beauty and literature)

A POWERFUL BRAND:

The brand Madame Figaro reaches more than 1 woman out of 4

Premium 2011

WHAT'S NEW ?

MAY 2012 NEW Madame Figaro: new design more elegant. New sections to enforce the magazine historical stances : *les 7infos de la semaine, Fashion-Beauty-Design Experts, Mix Madame...*

OCTOBER 2012 launch of the iPhone application with the exclusive **Fashion weather forecasts & the last trends**

NEXT KEY DATES IN 2012 :

31st August : Fashion // 21st September : What's new beauty ? // 5th October : Men // 19th Octobre : Decoration // 2nd November : Luxury // 28th December : Good News 2013



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