



Every 5 minutes in France, a Prisma Presse TV magazine is sold





■ In 1986, Prisma Presse entered the TV market with **Télé Loisirs**, the first TV magazine to present comprehensive entertainment and general-interest content in addition to TV programs. **Télé Loisirs** was also the first major TV magazine to deliver the most extensive cable and satellite TV programs.

■ **Télé Loisirs**, with an average circulation of 1 525 000, reaches each week 8 million readers. It continuously enhances its editorial formula in order to always be one step ahead of the evolving TV environment.

■ In 2004, Prisma Presse breaks new ground again with the launch of **Télé 2 semaines**, the first fortnightly magazine in the market. With 1 500 000 copies sold on average* and 1 million sold with the first issue, **Télé 2 semaines** is the biggest launch in French magazine history.

■ Just 4 months after the launch of **Télé 2 semaines**, Prisma Presse innovates once again with the launch of **TV Grandes chaînes**, the first magazine to focus only on the broadcast networks programs (75% of the French population can only access these networks). **TV Grandes chaînes** already averages 900 000 copies sold.

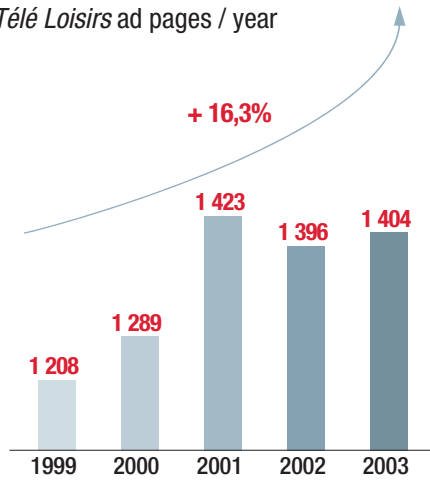
*Source : DSH January-May 2004

	 Veille févr-juil 04	 Veille févr-juil 04	 A EPM 03/04	 Veille févr-juil 04
Hommes	44	38	47	43
Femmes	56	62	53	57
15-24 ans	20	19	24	15
25-34 ans	23	23	18	14
35-49 ans	33	33	30	31
50-64 ans	17	16	16	23
65 ans et +	7	9	12	17
Total < 35 ans	43	42	43	29
Total < 50 ans	76	75	72,4	60
Total AB	34	29	29	29
C. rurales	20	24	23	26
2 à 20 000	22	18	18	20
20 à 100 000	12	14	14	13
Plus de 100 000	30	29	31	27
Agg.Paris.	16	15	15	14
Total urbains	46	44	46	41

Source : AEPM 2003-2004 for Télé Loisirs, SimTrack (from february to july 2004 for TRS and from april to july for TVGC)

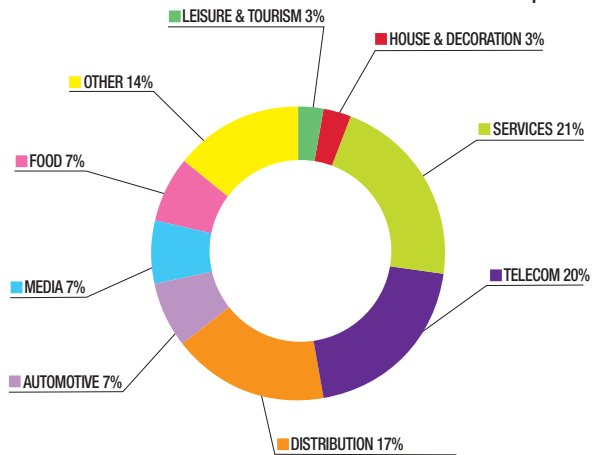
A successful advertising vehicle for a wide range of products

Télé Loisirs ad pages / year



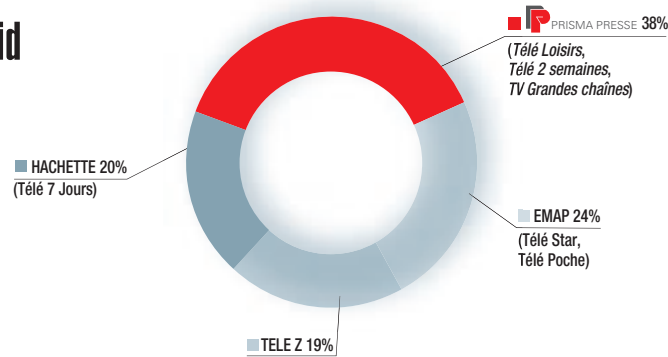
Source : SECODIP

Télé Loisirs ad portfolio



Source : TNS Secodip 2003

Prisma Presse, leader of the French paid TV magazine market



Source : NMPP July 2004 (Newsstand sales)

	Télé Loisirs	Télé 2 semaines	TV Grandes chaînes
Cover Price	€ 0,95	€ 1,00	€ 0,80
Frequency	weekly	fortnightly	fortnightly
2005 ad rates			
Full page 4C	€ 28 875	€ 29 100	€ 18 500
Full page b/w	€ 22 100	€ 22 290	€ 14 200
Rate base	1 525 000	1 500 000	900 000
Discounts			
Volume discounts start from	3%	4%	4%
New advertiser discount	1%		
Combination discounts	2-3%	2-3%	2-3%
Agency Commission	15%	15%	15%
Reach (AEPM 2003-2004)			
All adults	7 644 000	NA	NA
Target penetration	15,8%		
Cost per 1 000 circulation			
Full page 4C	€ 16,3	€ 19,6	€ 19,6
Technical information			
Page size :	bleed 230x290 regular 205x260	225x285 190x250	225x273 208x252
File format :	Tiff-It/P1	Tiff-It/P1	Tiff-It/P1
Resolutions :	CT 12l/mm LW : 100l/mm A 5mm gap around the page is needed. The space must contain registration and trim marks		

September 2004