

# Femmes d'Aujourd'hui

The magazine that accompanies the evolution of women and their dynamic lives



Language	French
Day of issue	Thursday
Frequency	Weekly
Year founded	1933
Editor-in-chief	Anne Daix
Readers last period*	509 000
Coverage on language universe*	12,0%
Average print run**	108 219
Paid circulation** (January - December 2014)	84 596
Readers per copy*	6,0

\* CIM 2013-2014/2 paper+digital, 12+ national  
\*\* CIM declaration, word of honour, January - December 2014

## The brand

Femmes d'Aujourd'hui, the very first Belgian women's magazine, offers her readers each week lots of info, tips and ideas to make life easier and more fun.

Useful articles that inspire and entertain, split in clear sections such as fashion, beauty, culi, health, deco, tourism, gardening and psycho. Femmes d'Aujourd'hui contains a loose TV guide, tailored to her readers, and surprises each year with a variety of appendices.

Today, Femmes d'Aujourd'hui is much more than just a magazine. It has also become an ally via many other platforms: the monthly, specials centered around great moments, the website, Shedeals offers, Facebook etc.

## Key insights

### Reasons to choose Femmes d'Aujourd'hui

1. With more than **half a million readers**, Femmes d'Aujourd'hui is the most-read weekly for women in French-speaking Belgium.  
*CIM 2013-2014/2 paper+digital, south*
2. With useful articles that inspire and amuse, organized in **various sections** such as fashion, beauty, food, health, decoration, tourism, gardening and psychology, Femmes d'Aujourd'hui captivates its readers week by week.
3. Femmes d'Aujourd'hui magazine has a unique position in French-speaking Belgium. It combines high quality content with a wide reach (almost one in four Walloon women) and a high selectivity among the core target group of **25-54 year-old women from the social groups 1-4**. (sel. 201)  
*CIM 2013-2014/2 paper+digital, south*
4. Thanks to the practical and relevant content, Femmes d'Aujourd'hui readers have a strong connection with their

favourite magazine. Femmes d'Aujourd'hui is one of the strongest media brands in Belgium in terms of **media and advertising engagement**.

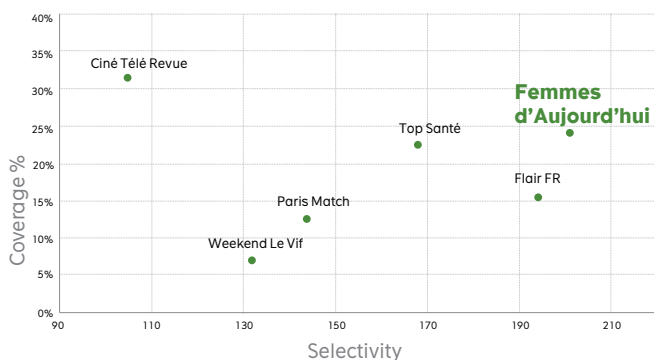
*Sanoma Propriety Research, Engagement research 2013*

5. If you choose for Femmes d'Aujourd'hui, you are opting for the strength of a **multimedia platform** that puts its readers first. Print and digital offer many combined advertising opportunities.
6. Besides the weekly magazine, Femmes d'Aujourd'hui also publishes **four 100-page glossy lifestyle specials**, each on a different subject. Femmes d'Aujourd'hui Specials offer lots of inspiration, tips and creative ideas, written in a lively style and attractively photographed.
7. Femmes d'Aujourd'hui's more **specialist sub-brands** are also growing in popularity. There's **Délices** for amateur chefs, **Santé** for advice on health, diets, well-being and vitality and **Idées**, packed with ideas for Christmas. Mini-editions of Délices are also published throughout the year.
8. For budding flower arrangers, Sanoma also publishes **Femmes d'Aujourd'hui Art Floral**. This magazine presents stylish and above all achievable plant ideas and floral creations. It's possible to advertise separately or at a special combination rate.
9. Femmes d'Aujourd'hui **Shedeals** offers the possibility to present exclusive deals in order to effectively reach the most relevant target groups in your region.
10. Readers can also read Femmes d'Aujourd'hui on their tablets via **Magstore**.

# Femmes d'Aujourd'hui

## The competitive environment

Target: women, 25-54 years old, social groups 1-4  
Universe: 601 400 persons



CIM 2013-2014/2 paper+digital, south

## The key target groups

	% Profile	Selectivity
Women, 25-54 years old	40,8	169
Women, 25-54 years old, active	31,1	190
Women, social groups 1-4	49,1	194
Women, 25-54 years old, with children	19,6	152
MRP	76	123

CIM 2013-2014/2 paper+digital, south

## The rates

Format	WxH in mm	Rate
2/1	trim size 440 x 285	€ 11 374,00
1/1	trim size 220 x 285	€ 5 687,00
1/2 vertical	trim size 107 x 285	€ 3 412,20
1/2 horizontal	trim size 220 x 140	€ 3 412,20
1/4 vertical	type area 46 x 265	€ 2 132,63
1/4 square	type area 97 x 130	€ 2 132,63
Panoramic	trim size 440 x 140	€ 7 506,84
2nd cover		€ 7 393,10
3rd cover		€ 6 255,70
4th cover		€ 7 961,80

## The calendar

Day of issue	Deadline Reservation	Deadline Material
Thursday	15 workdays	10 workdays

## The technical info

Delivery of material via AdPortal. PDF files should be delivered according to the Medibel + v7standard (GWG\_MagazineAds\_1v4). Please deliver only one ad per file and include all marks. In case the ad has a trimsize, make it 5 mm. Text and/or images without trimsize must be at least 5 mm from the edge. For 2/1 ads, supply 2 x 1/1 page.

More info on <http://advertising.sanoma.be/en/technical-info>

## Digital

You can find our digital and crossmedia ratecard on <http://advertising.sanoma.be/en/digital-ratecard>

## Contact

### Sales manager

For more information, contact your sales representative  
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