



MONDADORI

MONDADORI FRANCE, OJD DATA: EXCELLENT PERFORMANCE BY THE TITLES IN THE PORTFOLIO

Segrate, 7 February 2012 – According to the circulation figures released by the OJD (*Office de Justification de la Diffusion*) for 2011, **Mondadori France** confirmed its position as a leading publisher with significant successes and excellent circulation results.

“Innovation and editorial quality are our strengths and the drivers of our performance,” underlined **Ernesto Mauri**, the chairman of Mondadori France. “14 re-launches since 2010 and three new titles in three years: *Grazia* in 2009, followed in 2011 by *Auto Plus Classiques* and *Guerres et Histoire*, which further reinforced our *Science & Vie* brand,” Mauri added. “These results have also been accompanied by an authentic success in advertising, thanks to which our advertising company has achieved a market share of 10.3% (+0.7% compared with 2011), positioning the company in second place, in terms of volume, in the magazine sector,” Mauri concluded.

Genuine circulation success

Among the *haut de gamme* (upscale) women’s titles was the continuing circulation success of **Grazia France**, which reached an average sale of 184,832 copies, an increase of +3.1%.

Meanwhile also the "success story" of **Biba** has continued, showing the strongest and most significant growth among the competitors in the same segment. In fact the monthly has grown by 80% since 2004 and in 2011 grew by a further 4.5% to an average of 326,339 copies.

Pleine Vie, following a redesign completed last June, saw newsstand sales increase by 54.5% compared with 2010, with an average circulation at 843,647 copies (+1.3%).

Additional leadership

Modes & Travaux, after an extensive reconfiguration is now, after 26 years, the leader in its market of reference with an average sale of 444,228 copies (+5.9% compared with 2010). In two years the magazine has increased average circulation by 70,000 copies (+19.3%), to become the women’s monthly with the highest growth level compared with the previous year (+24,859 copies). Since 2009 **Télé Star** has achieved the best performance in the market for TV listings titles (+1,037,954 copies) and in 2011 became the second magazine among the titles in the weekly segment. Despite a general decline in the sector, *Télé Star* limited its fall to -2.5%.

L’Ami des Jardins is the leading gardening monthly, with an average circulation of 154,736 copies (+3.6%).

Confirmed leadership

2011 saw the confirmation of the success of **Top Santé**, the main point of reference in the health and fitness area since its launch, which recorded a 5.8% growth in sales to an average of 350,386 copies; while **Closer** which, with an average circulation of 414,174 copies, maintained its leadership among the “people” titles for women.

In a particularly difficult market, the car titles of Mondadori France continued to perform extremely well. **Auto Plus**, with an average sale of 297,667 copies, confirmed also in 2011 its leadership among generalist weeklies in the segment.

And once again, **Science & Vie**, with a circulation of 288,690 copies (+2.4%) and **Science & Vie Junior**, with sales of 168,533 copies (+2,7%), were the leaders in their respective segments.

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