



Key Facts

Periodicity: monthly
Cover price: €5,50
Launching: 1979

Circulation: 186 176 copies
24% newsstands /74% subscription
(2013- 2014)

Brand reach ONE 2014 v4:
4 million multi-readers

Readership ONE 2013-2014:
3,8 million readers

Readership PREMIUM 14:
812,000 Premium

2015 rate FP4C: € 29,500
Ad closing date: 4 weeks before publication

Digital reach MNR Sept 2014:
240 000 UV per month

See the world in a different light

GEO is much more than a travel magazine

The passion for other places does not only refers to exotic destinations. The evolution of our lifestyles, our environment, the world political and economic issues or even the major scientific discoveries are subjects that attract our thirst for knowledge.

GEO is concrete

This magazine does not only give the image of a far away, idealised, almost disappeared world to contemplate; it also shows events that move us, concerns that are ours, with a lot of on the field photo-reports.

GEO broadens reflexion beyond pictures

Of course, high-quality photographs are one of Geo's specificities. But in a world where thousands of pictures are brought to our screens, it has no added-value to only add photographs on paper if they are not accompanied with documented and in-depth writings, offering an in-depth analysis, an emphasized argumentation, a perspective on the topic addressed: Geo provides things to look at AND readings.

GEO offers reading interludes that are moments of rest providing hindsight in comparison with the noise of continuous information, enabling readers to get away from the media whirlwind.

See the world in a different light.

Eric Meyer, Editor-in-Chief

Contact

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**Best Print Brand
Award**

5 Good Reasons to Choose Geo

- 1- 2nd magazine most read by AB and leader on Premium Activ readers
- 2- Print extensions : GEO Savoir, Histoire, Extra
- 3- The 2014 Best Print Brand Award-winning
- 4- Beyond travel, a magazine perfectly in tune with its time

The passion for other places does not only refers to exotic destinations, but to the evolution of our lifestyles, our environment, the world political and economic issues...

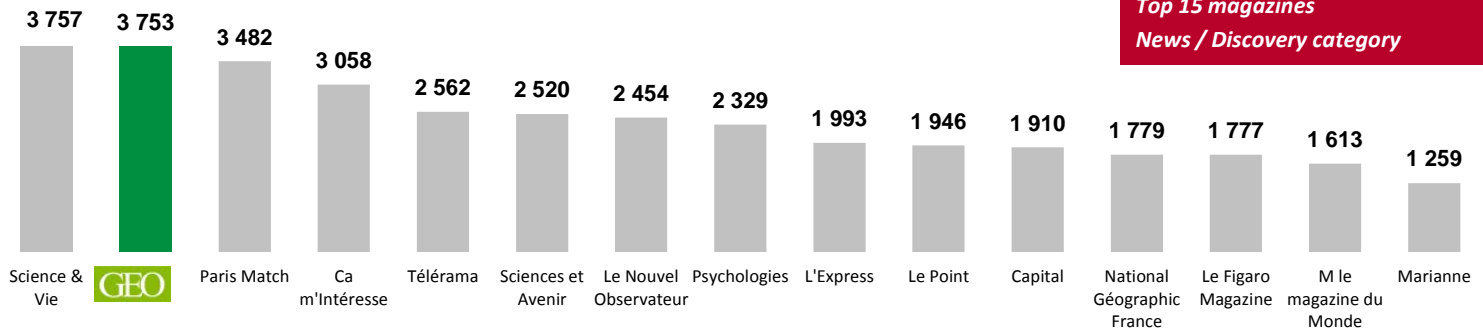
5- A showcase for the brands :

photography at the heart of the magazine, high-quality paper...



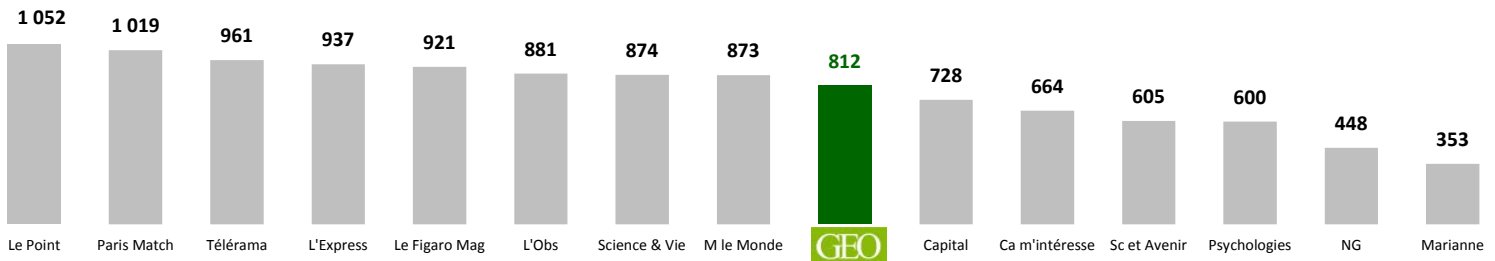
New print extensions

2nd on AB magazines, way ahead of news magazines



Number in thousands of readers
Top 15 magazines
News / Discovery category

2nd monthly on Premium



Number in thousands of readers
Top 15 magazines
News / Discovery category

Source ONE 2013-2014 / Audipresse Premium 2014

Readers' profile

3 753 000 readers (ONE 13-14)

812 000 AB+ readers (AudiPresse Premium 2014)

French pop
51 483 000



3 753 000

Sex

Men	47.9 %	51.0 %
Women	52.1 %	49.4 %

Age

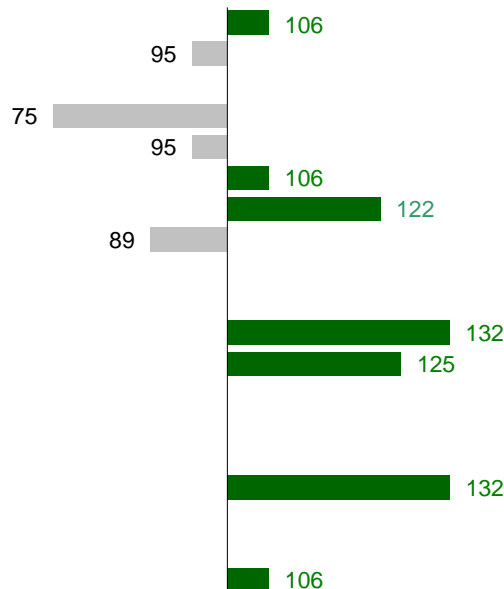
15-24	14,2 %	10,6 %
25-34	14,9 %	14,1 %
35-49	24,3 %	25,9 %
50-64	23,9 %	29,2 %
65 +	22,7 %	20,2 %

AB	26,3 %	34,7 %
AB household	33,7 %	42 %

Household income >45k€	19,7 %	26 %
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Urban	46,3 %	49%
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Index :
French population = 100



PREMIUM readers

GEO is a mixed title with an average of 48 years old readers.
Geo's readers are AB, high incomes.