



MAISON CREATIVE

THE MAGAZINE FOR ALL YOUR DECORATING PROJECTS



MEDIAOBS



## N°1 IN THE PRESS DECORATION

"Enriched content, never-before-seen projects with just the right amount of elegance and practicality. Dream interiors to pick out beautiful ideas to make your own."

**Sandrine de Bruyne,**  
Editorial Director

AN INDISPENSABLE ALLY  
FOR THE SUCCESS OF  
YOUR DECORATING & FURNISHING

## PROFIL



Female, 25-50 years



Active Household  
with children



AB+



Urban / Country



## POSITIONING

### EXPERTISE AND PROJECT SUCCESS

- A focus on concrete project realization, with step-by-step support
- Deciphering trends and innovations
- Decoration solutions to enhance your interior

### CREATOR OF DESIRES

- Creative ideas in tune with the times
- Become the creator of an interior that reflects your personality
- Dare to change



## PERFORMANCE

### FEATURES PROXIMITY

- Makes innovations accessible
- Anticipates needs
- Responds to furnishing desires
- Makes itself accessible to a wide audience

### CONCRETE SOLUTIONS

- Reassures and advises
- Supports project implementation
- Provides expert solutions

### INSPIRATIONS

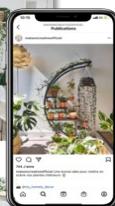
- Diversity of styles
- Mix of shopping and doing ideas
- Customizable decorating without elitism

## PERFORMANCES

**N°1**  
of the  
Decoration  
magazines

**201 004**  
copies  
(ACPM 2024)

**569 000**  
readers  
(ONE NEXT 2024 S2)



# A MULTIMEDIA ECO-SYSTEM

## THE ESSENTIALS DECORATING ENTHUSIASTS IN ALL MEDIA



## THE ESSENTIALS

### A UNIQUE POSITIONING

- Creative ideas
- Take inspiration and make trends your own for successful decorating projects
- A focus on project realization, with step-by-step guidance
- 68 pages supplements with anglophone and committed themes
- Special issues that respond to the issues of the day

### CONTACTS

**Corinne Rouge**  
crouge@mediaobs.com  
01 44 88 93 70

**Sandrine Kirchthaler**  
skirchthaler@mediaobs.com  
01 44 88 89 22

**Caroline Gilles**  
cgilles@mediaobs.com  
01 44 88 89 03

**Corinne Godard**  
cgodard@mediaobs.com  
01 44 88 89 11