



marmiton
COOKING MAKES YOU HAPPY !

MEDIAOBS

FROM THE MARMITON PHENOMENON...

AN ICONIC MEDIA BRAND

ONE
OF THE
GREATEST
PRINT
SUCCESSES

5th largest French magazine brand

**Number 1 in audience and
newsstand sales in culinary press**

Audience

4 956 000 (ONE NEXT 2024 S2)

81 449 (ACPM DFP 2024)

THE REASONS FOR SUCCESS

marmiton

2000

Launch of Marmiton.org
Leader of all culinary websites in France.

2010

Launch of
Marmiton Magazine
Quarterly

2012

Bimonthly

2018

New formula

2019

Mediaobs

Generational

The content, tone,
and style meet the
expectations of
a new audience.

Community-based

A new generation finds
inspiration and shares it.

Practical

Full of ideas, information,
suggestions, and tips.
Reliable, clear, and
accessible recipes.

Coach

Positive,
dynamic,
motivating,
stimulating.

Generous

The magazine that offers
the largest number
of recipes.

Advocate for pleasure cooking

The joy of making,
discovering new products,
and sharing with family
or friends.

Strong promises

To simplify the everyday life,
re-enchant the ordinary,
seek balance, eat real,
eat right.

Contemporary

New products,
new food trends,
new consumption habits.

Pleasant to read

High-quality production,
layout, iconography, photos,
superior paper weight.

Modern

A layout that adapts to new
reading modes.



TO THE MARMITON MAGAZINE PHENOMENON

OF THE FRENCH PRESS

THE FOOD-REVOLUTION GENERATION

Nutrition takes on a new dimension and changes status.

GROWING VISIBILITY OF CUISINE

- **Renewed fashion and trends:**
Fooding, bistronomy, street food, vegan...
- **Les Chefs : Rock Stars of the culinary scene.**
- **The omnipresent Gastronomic Reality TV.**
- **Culinary publishing at the top:**
La Librairie Gourmande, ...

NEW FOOD PRACTICES TOWARDS BETTER EATING

- **Desire for naturalness,** fresh products, and «homemade».
- **Better eating :** daily without sacrificing pleasure.
- **Sense of Responsibility :** Locavore, Organic, sustainable, fair trade.
- **Health Vigilance :** vs allergies, pesticides, GMOs, additives.

Marmiton contributes to the Food Revolution with a conviction:

Cook more and fresh to eat better and real, without forgetting pleasure and conviviality.



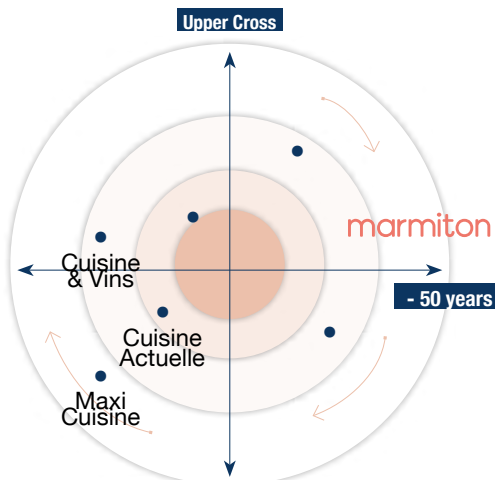
THE «DIGITAL MUMS» HAVE THEIR COOKING MAGAZINE

Dynamic profile • Modern lifestyle.



- Marmiton meets a new expectation, of an audience **sensitive to new food trends and practices**
- **Active women** (60% working), quadragenarians, young **couples with children** (35% with children), **above-average income**.
- **42% of people** in contact with the brand consult Marmiton during their purchases.
- **The right products at the right time**, for more quality and smart shopping.
- **Diversified consumption** between Supermarkets, drive, e-commerce, Producers, and short circuits, ...
- A modern consumption of **pleasure and discovery**.

- **New technologies (highest daily internet practice):**
Marmiton site, Food-Tech, food product local e-commerce...evaluation apps...
- Their consumption of products and media **mixes online and offline**.
- **Curiosity, Sensitivity to trends and novelty**, desire for discovery.
- **A community** that speaks, exchanges, and shares information and recommendations.



PROFILES



Women, 25-49 Years Old



Active, AB household



Foodies



Eco Friendly



THE ESSENTIALS



- Record performances
- Acclaimed and awarded by the profession
 - Maison de la Presse Magazine Award 2018
 - Relay Magazine of the Year Award 2016
- A new exclusive audience in culinary press
- A readership that is young, active, family-oriented, consumer, modern
- Values embodying the Food-Revolution
 - Enjoyment, Innovation, Conviviality, Eco-responsibility, quality demand.

FOOD DIVISION



Corinne Rougé
01 44 88 93 70
crouge@mediaobs.com



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



Alexandra Horsin
01 44 88 89 12
ahorsin@mediaobs.com



Jean-Benoit Robert
01 44 88 97 79
jbrobert@mediaobs.com

