

stop|watch

everything about the impact of advertising in magazines

Planning Stop|watch 2010

<u>Period</u>	<u>Title</u>	<u>Results</u>
FEBRUARY	Femmes 25/02	Week 20
MARCH	Feeling 24/02* Libelle 25/03	Week 20 Week 20
APRIL	Gael 24/03* Humo 20/04 Flair fr 28/04	Week 22 Week 22 Week 22
MAY	Flair nl 11/05	Week 23
JUNE	Vitaya 19/05* Télé Moustique 02/06	Week 27 Week 26
AUGUST	Flair nl 31/08	Week 39
SEPTEMBER	Feeling 25/08* Libelle 23/09	Week 41 Week 42
OCTOBER	Gael 22/09* Humo 12/10 Flair fr 20/10	Week 46 Week 46 Week 46
NOVEMBER	Femmes 10/11 Télé Moustique 24/11	Week 49 Week 51

* Only monthlies: issue date is not the same as the cover day. Feeling with issue date 24/02 is equal to the March edition (cover date) of this title