

Archant Life's stable of French magazines have almost doubled

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France, French Property News and Living France have recorded a retail sales growth of 42% for the June issues 2007 compared to the same issue the previous year.

The retail performance is the result of a more aggressive news-stand strategy and caps a tremendous overall performance by the titles, with total sales (retail and subscriptions) up by 16.3% Subscriptions, another area of increased focus by Archant Life France, also showed a healthy 4.3% rise year on year Living France continues to grow as the best-selling French sector magazine on news stands, with a 21% increase in sales. However, its subscription base has also expanded by 12%. Paid for sales of French Property News increased by 48.1% on last year and it now has 4,755 retail sales selling through WH Smith and Marks & Spencer only. This on top of the 11500 paid subscriber and a further 35,000 controlled circulation copies. Archant Life France has also seen its web audience increase significantly, with 109,413 unique visitors in the month of June clicking on to its growing number of sites, compared to 74,810 during the same period last year. www.francepropertyshop.com, which was launched in early July and allows viewers to click on to more than 6,000 images of around 3,000 properties, is receiving 2,000 visitors a day. Each visitor is reading an average of 28 pages. Another recent development, www.france-rental.com, is also doing well. In only its fourth month of operation it is attracting an average of 7,367 unique visitors a month. Meanwhile, the popularity of the group's well-established France chat room soared by 75% year-on-year. Its audience of 16,047 users in June compares to 9,151 in the previous year. Miller Hogg, managing director of Archant Life France, said: "These figures are outstanding and are testament to the dedication and expertise we have within the business. The performance in our magazines and websites are reflecting our ability to deliver the Francophile audience's desire for quality content and world class functionality".