



Important changes for Femina in 2004-2005: modernization of the magazine and a renewal of the head of the editorial team

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Femina is the undisputed leader of women's magazines in French-speaking Switzerland with a circulation of 202,700 copies and 518,000 readers. Along with Le Matin Dimanche and Télétop (the television magazine), the magazine provides an essential contribution to the quality and diversity of the Sunday press.

In order to further develop its content and reinforce its advertising market position, the Edipresse Group has decided to adopt a modernization plan for Femina, involving a substantial graphic redesign and a new editorial formula. Simultaneously, the new approach seeks to maintain the title's fundamental values (credibility, substance, rooted around French-speaking Switzerland), boost the rhythm of the magazine (key words: insinuations, surprises, pleasure) and broaden the practical services sections.

The launch date of the new editorial formula has not yet been decided, but will take place sometime between this autumn and the end of 2004. The renewal of the magazine itself will be followed by the development of thematic supplements and derivative products which will aim to enhance the Femina brand name in a number of specific domains.

The plan will be headed by a soon to be named project manager, who will later become the new chief editor of Femina. The recruitment process begins immediately and is open to both internal and external candidates.

As a result, Marie-Pierre Dupont, editor-in-chief of Femina since 1978, will hand over the helm of the publication to the new editor once the new magazine formula is ready (at the latest by the 1st of January 2005). Marie-Pierre Dupont will remain in charge of Femina's regular production through the year, which will allow the project manager to concentrate exclusively on the re-launch of the magazine.

For the last 20 years, Femina has found its place in the homes and the hearts of the women in French-speaking Switzerland, earning astonishing attachment and fidelity. It is thanks to the great merit of Marie-Pierre Dupont (and the teams who worked alongside her) that this position was achieved and maintained, despite periods of restricted resources. She is very warmly thanked for this achievement.

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