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IMPRESSIONS



Stéphanie PIC
Editorial Director

THE AGE OF TOTAL FREEDOM

YOUNG SENIORS - TRENDSETTERS - ENGAGED AND CURIOUS

Pleine Vie is the media for women aged 50 and over, active, connected, and influential. This pioneering generation approaches every stage of life with energy and insight, inspiring consumption, staying informed, and passing on their knowledge.

For brands, Pleine Vie is a strategic lever to reach an influential, engaged audience open to a meaningful lifestyle with empowered choices, playing a key role in intergenerational dialogue.