





Magali BERTIN

Head of Content

THE ALLY FOR WOMEN OVER 35

JOY - FREEDOM - WOMANHOOD

Biba is a bold, unique and singular brand that has stood by women for over 40 years, with a consistently joyful and enthusiastic tone.

Biba is the brand of joyful sisterhood. Optimistic, inspiring and deeply rooted in its time, the Biba woman is daring, asserting herself with kindness and humor, and inspires her family, friends and professional circle.

BRAND

2.5 M FRENCH/MONTH

PRINT

113 K COPIES

561 K READERS

DIGITAL

2.1 M UV

SOCIAL

279 K SOCIAL FOLLOWERS

NEWSLETTER & PODCAST

30 K NEWSLETTER SUBSCRIBERS

291 K PODCAST IMPRESSIONS

REWORLD MEDIACONNECT

Sources: ACPM OneNext Global 2026 H1, ACPM OneNext 2026 H2, ACPM OJD DFP 2025-2026, Médiamétrie//NetRatings August 2026, Kolsquare october 2026, Publisher - Newsletter october 2026, Publisher - Podcast september 2026