

**Reworld Media offers its social media as a platform for Gabriel Attal,
the French Minister for Education and Youth**

To mark the national day of action against bullying in schools

FRAICHES

melty.

aufeminin

PSYCHOLOGIES

To mark the national day of action against bullying in schools on Thursday 9 November 2023, the Reworld Media Group is offering a series of exclusive video interviews with Gabriel Attal, the French Minister for Education and Youth. On this day, these interviews will be distributed on the social media pages of the Aufeminin, Psychologies, Melty and Fraïches brands.

No topic was off limits as the Minister answered questions submitted by followers of Melty and Fraïches, and he even confided in us about his personal experience. He outlined some of the measures being deployed to combat bullying in schools. For Psychologies and Aufeminin he spoke to parents, giving them the keys to preventing and dealing with bullying at school. The four affinity media brands have over 17 million followers across all their social media accounts.

The French Government's message and **Gabriel Attal's commitment to raising awareness of, combating and preventing bullying at school** are conveyed in 4 exclusive on-camera interviews, each lasting a few minutes:

Excerpt from the Fraïches interview: *"You don't need to be afraid. The other people, the ones who are harassing you, are the ones who should be ashamed and afraid. »*

Distributed on Thursday 9 November on: TikTok, Instagram



Excerpt from the Melty interview: *"I was bullied. People insulted me because they saw me as different. I was lucky that I was surrounded by people who supported me."*

Distributed on Thursday 9 November, on TikTok, Instagram and Facebook.



Excerpt from the Psychologies interview: *"I believe that happiness should be a political objective, too!"*

Distributed on Thursday 9 November, on TikTok, Instagram and Facebook.



Excerpt from the Aufeminin interview: *"Not wanting to go to school should always be a red flag for parents."*

Distributed on Thursday 9 November, on TikTok, Instagram and Facebook.



"As a leading group on social media, we have a responsibility when it comes to bullying at school. Every day, we see that this major issue is at the heart of our communities' concerns. Throughout the week of 6 November, we rolled out a comprehensive programme across all our media outlets to raise awareness, alert and support our followers, including both parents and young people."

Given the diversity of our target audiences and the strength of our communities, we felt it was essential to give an extra boost to the campaign launched by Gabriel Attal, the French Minister for Education ». - **Claire Sassonia, Social Media Director at Reworld Media.**

Reworld Media's social media division in figures:

Melty: 6.2M cross-platform followers, 39.1M cross-platform video views

Psychologies: 1.9M cross-platform followers, 2.3M cross-platform views

Aufeminin: 5.8M cross-platform followers, 7.6M cross-platform video views

Fraîches: 3.57M cross-platform followers, 14.7M cross-platform video views

More than 80 socially-conscious and responsible media brands make up the Reworld Media group, addressing a global community of 77M fans and producing 50 new cross-platform pieces of content every day. This position as a social media leader comes with a major responsibility as a news outlet and obliges the Group to ensure it distributes only high-quality, verified content.

Sportz, Minute Buzz, Hero and Peaches are also adding their own dedicated features to this special media campaign. This represents more than 30M cross-platform followers.

 [Fraïches](#) – [Melty](#) – [Aufeminin](#) – [Psychologies](#)

 [Fraïches](#) – [Melty](#) – [Aufeminin](#) – [Psychologies](#)

About Reworld Media - www.reworldmedia.com

Reworld Media is a developing Group operating on two markets, BtoC and BtoB.

– The BtoC market through the deployment of content, services and products attuned to consumers' interests, available on a subscription or pay-per-view basis, to a captive audience of over 37 million French people, whom it supports in the digitalisation of their consumption patterns.

– The BtoB market through the monetisation of its own audiences and the coverage of all the communication drivers of the companies it supports in the creation and execution of their communication and commercial strategy.

The Group has to its name 81 multimedia multi-format media brands (print, digital, video, audio, TV, events) that generate audiences in 11 thematic areas (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Gourmand, Top Santé, Télé Magazine, etc.) and integrates its own technological performance platform (180,000 affiliated sites worldwide). Founded in 2012, Reworld Media posted annual revenues of €506m in 2022, operates in 16 countries and has 1,377 employees.

Euronext Growth Paris – ALREW - Code ISIN : FR0010820274

Contacts média :

Reworld MediaConnect – Séverine Templet – 33 (0)6 50 46 37 31 – stemplet@reworldmedia.com

PCE - Ségolène de Saint Martin – 33 (0)6 16 40 90 73 - sdestmartin@p-c-e.fr