

# THE BRAND FOR THE CONSCIOUS CITIZEN



Because readers are aware that their daily behaviour determines their future, **Le Parisien helps them to make the right choices and give the keys to optimise their impact at all levels:**

**Work – Consumption – Food  
Preservation – Transport – Community**



**+12%**  
vs V1

The brand reaches  
**25 Million**  
readers every month



It brings together  
**53%** of actives  
**54%** of 25-49 yo  
**53%** of home with children



**2,4 M** readers of  
the news everyday



**20,8 M**  
U.U per month



# THE DAILY FOR THE CONSCIOUS CITIZEN

Because readers are aware that their daily behaviour determines their future, **Le Parisien** helps them to make the right choices and give the keys to optimise their impact

Everyday the newspaper includes:

- **General news**, the highlight of the day, politics, economy
- **The daily rendez-vous** with a different topic each day (Money, Health, Consumption, Family, Tourism, Decoration)
- **Sports**, highlights of sport news
- **Culture**, theater, shows, TV, cinema...
- + **20 supplements** proposed each year : events, cars, high-tech, trade fairs...



**+1,7%**  
vs V1  
**2,4 Million**  
readers everyday



**283 232 copies**  
distributed everyday  
**N°1** in sale



**N°2** on 25-49 yo  
**N°2** on actives  
(reach)

# INFLUENTIAL EVEN ON SUNDAYS

Le Parisien Aujourd'hui en France Dimanche offers its readers **exclusive content** on the news, personalities and events that **have marked the week**



There are three main sections:

- **News**, Man or woman of the week
- **Sport**, highlights of the week & week-end
- **Culture**, «Temptations», the cultural guide for the week-end



Leader in circulation with **216 708 copies** on the Sunday newspapers



**1,4 M** readers every Sunday

**+2,7%** vs V1



**N°1** on 25-49 yo  
**N°1** on AB+