

THE BRAND FOR THE CONSCIOUS CITIZEN IN PARIS IDF



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



1st Brand
 press
 in Paris region and
 Oise

The brand reaches **6,8 M** readers every month in Paris IDF i.e 2 out of 3 people in Paris region



Le Parisien
 Reached in
 Paris

- 2 out of 3 women
- 3 out of 4 AB+
- 3 out of 4 families with children



1,3 M readers in print
 everyday
182 538 copies
N°1 in readership & circulation



741 000
 Parisiens read Le
 Parisien in digital
 every day