The brand for the citizen of the better

Because our readers are aware that their daily behavior determines their future, the brand Le Parisien helps them to make the best choices and decisions, and to provide solutions to optimize their impact:

- Working better
- Consuming better
- Eating better
- Preserving better
- Moving around better
- Living together better

The brand reaches 22.7 million readers per month

- It attracts 43% of the French
- 49% of the 25-49
- 53% of the AB+

- 25-49 AB+ Index 128
- 2.3 M of readers of the daily each day
- 20.5 M of V.U per month

Sources: ONE Next Global 2021 V4 Brand Le Parisien / % couverture / One Next 2021 V4 LNM Le Parisien / Médiamétrie Internet Global juillet 2021 - Données Ensemble Brand et Agrégats de Contenus Le Parisien dédupliqués
The brand for the citizen of the better in IDF

Because our readers are aware that their daily behavior determines their future, the brand *Le Parisien* helps them to make the best choices and decisions, and to provide solutions in order to optimize their impact:

- Working better
- Consuming better
- Eating better
- Preserving better
- Moving around better
- Living together better

The brand reaches **6.4 million** readers each month in the Ile-de-France region, i.e. **2 out of every 3** people in the region.

**1st press brand in IDF & Oise region**

*Le Parisien* reaches in IDF & Oise:
- **2 out of 3** women
- **73%** of AB+
- **70%** of household with children

**1.3 M** readers of the daily newspaper everyday

**176 000** copies

**No. 1** in audience & circulation

**471 000** people in Ile-de-France read *Le Parisien* on a digital medium every day.

The daily of the citizen of the better

**Le Parisien Aujourd'hui en France creates a close relationship with its readers** by providing them with an insight into political, economic and cultural news, as well as solutions to everyday problems: purchasing power, health, property, the environment, food, education, etc.

- General news, fact of the day, politics, economy
- The themed daily appointment (Money, Health, Consumption, Family, Tourism, Decoration)
- Sport, a look back at the highlights of sports news
- Culture, theatre, shows, television...
- More than 20 supplements offered each year: events, cars, high-tech...

2.3 million readers
Every day

N°1 in the 25-49 age group
N°1 on actives

Near 260 000 copies
everyday
N°1 on sale by number

Sources: ACPM One Next 2021 V4 LNM Le Parisien / ACPM DFP 2020-2021, Le Parisien Aujourd'hui en France, UC PQN
The digital meeting place of the citizen of the better

Thanks to strong thematic meetings, deployed in all formats, written, audio and video, Le Parisien helps the Citizens of the Better to make the best choices and decisions to optimize their impact:

- Working better
- Consuming better
- Eating better
- Preserving better
- Moving around better
- Living together better

**Enhanced experience**

Le Parisien accelerates its digital content strategy and spreads its influence!

- New App!
- 20.5M of V.U per month of which 82% on smartphone
- It attracts every month: 1 out of 3 internet users and 1 out of 2 AB+
- AB + Index 125
- >8M fans & followers
- >70M videos O&O per month*
- >445K listenings per month in France**

Sources: Médiamétrie Internet Global Juillet 2021 - Brand et Agrégats de Contenus Le Parisien dédupliqués *Vidéo Juillet Youtube+Dailymotion
The magazine that tells the news

"From the end of the street to the end of the world, all subjects are an opportunity to tell a story."

The quality of the story dictates the editorial choices of the editorial team, which offers eclectic subjects and revives the tradition of field journalism.

• **The week’s essentials**
Le Parisien Week-End gives a brief overview of the news and highlights the moods of its columnists, the literary releases, the personality in view and the images of the week

• **Stories, Reports, Interviews, Portfolios, Sagas**
Le Parisien Week-End tells the news to offer its readers something to escape, to think about and to feel.

• **City Guide**
Le Parisien Week-End brings the city to life through inspiring encounters, behind the scenes, trends and addresses.

2,3 M readers each friday
231 323 copies each friday

20,4 M of V.U each month on leparisien.fr
In which
42% of 25-49
33% of AB+

Sources : ACPM DFP 20-21 LP AEF WE / One Next 2021 V4 LNM Le Parisien - % structure / Médiamétrie Internet Global juin 2021 - Données Ensemble Brand et Agrégats de Contenus Le Parisien dédupliqués
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.

Three main reading sequences:

- **News**, the man or the woman of the week
- **Sport**, a look back at the highlights of the week & the weekend
- **Culture**, «Tentations», the week-end cultural guide

**Leader** in circulation with **211,538 copies** in the Sunday news press

1,3 M **readers** every sunday

**N°1** in the 25-49 age group*

**N°1** on AB+

*UC Le Parisien AEF Dimanche et Le Journal du Dimanche

The economy on a human scale

Every Monday, Le Parisien-Aujourd'hui en France Économie is at the heart of the daily newspaper, where start-ups, project leaders, idea agitators and CAC 40 bosses are interviewed.

The 16-page magazine is a real forum for exchange between all the players in the economic world.

- **In the headlines**, the players and their strategies
- **Guest of the week**, behind the scenes, stories and dataviz
- **Business prospective**, innovations and start-ups
- **Careers**, sectors and recruiters

10 special HR issues per year on key themes: Professional mobility, work experience, diversity, disability, etc.

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2,3 M readers each Monday
258 871 exemplaires
with Le Parisien-AEF

20,5 M
of V.U each month
on leparisien.fr

44 500
Subscribers on Facebook
9 500
Subscribers on Twitter

Sources: ACPM DFP 2020-2021, ACPM ONE NEXT 2021 V4, Médiamétrie Internet Global Juillet 2021 (Brand + Agrégats de contenus dédupliqués)
The brand that prepares the future of GenZ

Le Parisien-Aujourd’hui en France Etudiant: the world dedicated to high school and university students and young professionals to help them find their way and the job that suits them.

A goldmine to inform and accompany them in the preparation of their future and the management of their daily life

- **Practical information**, directories, guides, forums...
- **Advice**: internships, housing, loans....
- **Outings**, restaurants, exhibitions, parties...
- **Meeting points**, high school rankings, parcoursup registrations, bac results, back to school...

<table>
<thead>
<tr>
<th>2.8 M of VU</th>
<th>Young people from 15-24</th>
<th>258 871 copies</th>
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<tr>
<td>Each month on</td>
<td>Index 223</td>
<td>with Le Parisien AEF</td>
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<tr>
<td>Parisien Etudiant</td>
<td>Parents involved</td>
<td>12 000 copies</td>
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<tr>
<td>website</td>
<td>35-55 years old AB+ Index 109</td>
<td>distributed in over-distribution in partner schools.</td>
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<td>2.3 M readers</td>
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<td>Of the daily</td>
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<td>Parisien Etudiant</td>
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<td>per year</td>
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Le Parisien TV offer

The weekly TV supplement of Le Parisien in the Ile-de-France and Oise regions provides a long-term presence in Ile-de-France households.

Every Friday, Le Parisien TV Magazine offers its readers the complete channel schedule to guide them in their choice of programme as well as a selection of programmes not to be missed.

A STRONG EDITORIAL OFFER

- Recommendations and advices on the best of TV, themed by programme type.
- "Trendy" programmes on sport, series and cinema.
- TV Mag & Moi section: leisure, well-being, health for a reaffirmed lifestyle character.

191 843 copies each friday
535 000 readers

AB++
47000 people
Household incomes > 45k€
115 000 people

Sources: ACPM PV 2020-2021 – Le Parisien IDF & Oise indice vendredi / ONE 2 ans 2019-2020 - LDP TV Magazine LP