

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 months



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



The brand for the citizen of the better in IDF

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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

Les Echos
Le Parisien
MÉDIAS

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





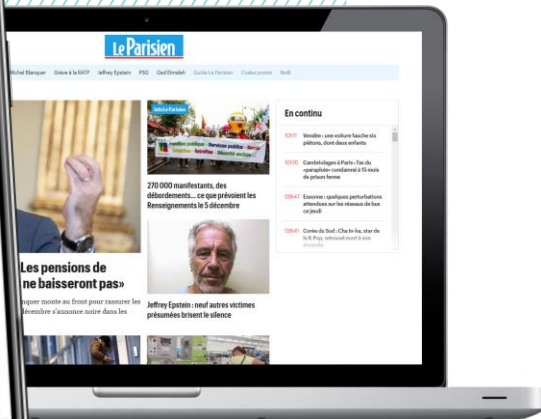
The digital meeting place of the citizen of the better

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!



20,5 M

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**

Les Echos
Le Parisien
MÉDIAS

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.



231 323 copies
each friday



2,3 M readers
each friday



In which
42% of 25-49
33% of AB+



20,4 M
of V.U each month on
leparisien.fr





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+





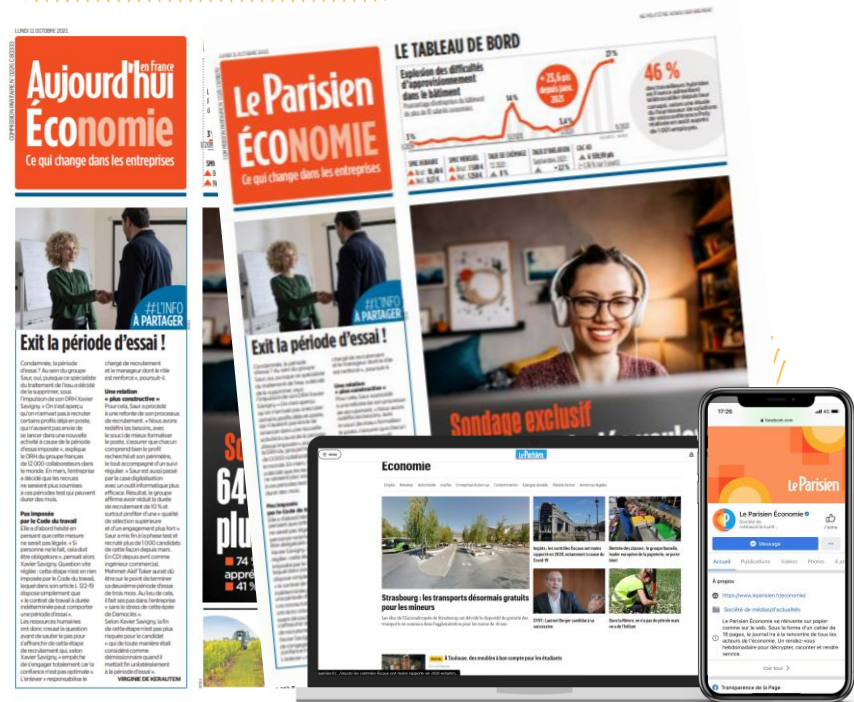
The economy on a human scale

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.



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



The brand that prepares the future of GenZ

Le Parisien-Aujourd'hui en France Étudiant: **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...



2,8 M of VU
Each month on
Parisien Etudiant
website



Young people from 15-24
Index 223

Parents involved
35-55 years old AB+ Index 109



258 871 copies
with Le Parisien AEF

12 000 copies
distributed in over-distribution
in partner schools. .



2,3 M readers
Of the daily

8 numbers of
Parisien Etudiant
per year



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

