

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
20 million
readers per months



It attracts
37% of the French
42% of the 25-49
46% of the AB+



25-49 AB+
Index **130**



2,5 M
of readers of the
daily each day



14,7 M
of V.U per month



The brand for the citizen of the better in IDF

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The brand reaches **6 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
1 out of **2** women
2 AB+ out of **3**
2 household with
children out of **3**



1,3 M readers of the
daily newspaper
everyday
186 251 copies
No. 1 in audience &
circulation



423 000
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...



2,5 million
readers
Every day



1,1M 25-49 age group
1,6M on actives



Near **256 305 copies**
everyday
N°1 on sale by number



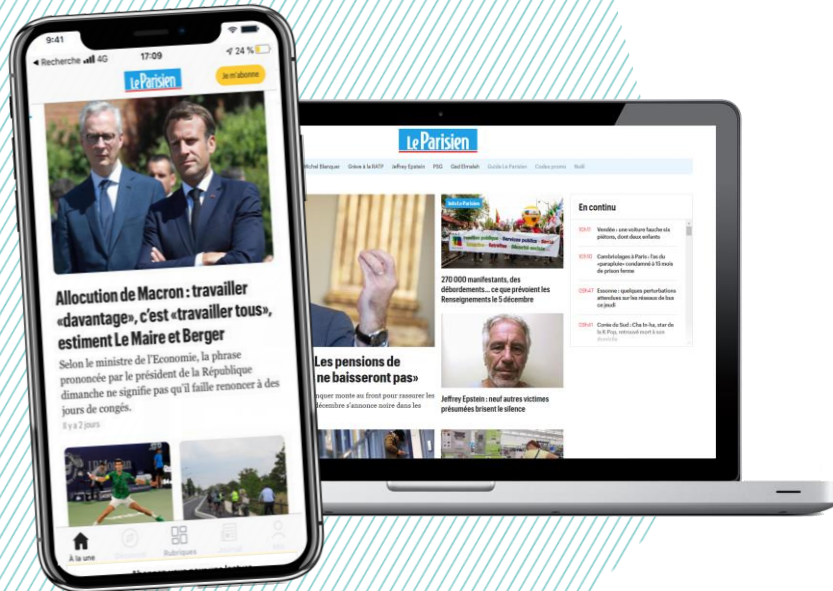
The digital meeting place of the citizen of the better

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!



14,7 M
of V.U per month
of which **85%** on
smartphone



It attracts every month :
1 out of 3 internet users
and nearly **1 out of 3** AB+



AB +
Index 118



10M
fans & followers



>13,6M
videos O&O per month*



3rd native news
podcast in France with
900K listens per month

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.



287 061 copies
each friday



2,5 M readers
each friday



In which
42% of 25-49
46% of AB+



14,7M
of V.U each month on
leparisien.fr



Les Echos
Le Parisien
MÉDIAS



Influential even on Sundays

Le Parisien Aujour'd'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 **215 308 copies** in
the Sunday news press



1,3 M
readers
every sunday



N°1 in the 25-49 age group*



Le Parisien Économie

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.



2,5 M readers
each Tuesday
256 305 copies
with Le Parisien-AEF



14,7 M
of V.U each month
on leparisien.fr



60 000
Subscribers on Facebook
20 666
Subscribers on Twitter



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...



1,3 M VU
Each month on
Parisien Etudiant
website



Young people from 15-24
Index 115

Parents involved
35-55 years old AB+ Index 122



256 305 copies
with Le Parisien AEF



2,5 M readers
Of the daily

8 numbers of
Parisien Etudiant
per year



Le Parisien Ma Terre

The ecosystem dedicated to the environment

Le Parisien Ma Terre gives the keys to build a more responsible world through tips and analysis to reconcile good practices and purchasing power.

With the development of this new brand, Le Parisien wishes to encourage the emergence of responsible actions and to support readers on a daily basis in because it's the little things that make the biggest impact.



A bimonthly supplement of 12 pages on Saturday in the daily Le Parisien Aujourd'hui en France



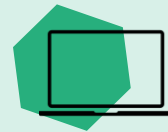
A dedicated Ma Terre vertical section on LeParisien.fr, website and application, with new content every day



Social networks with specific content



A weekly editorial newsletter



14,7 M
of V.U each month
on leparisien.fr website



10 000
subscribers on Facebook
Nearly **4000**
subscribers on Twitter



256 305 copies
with Le Parisien AEF



2,5 M readers
Of the daily





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.



208 601 copies
each friday
448 000 readers



AB++
56 000 individus
people



Household incomes > 45k€
125 000 people

