

# The brand of the Citizens of the better

Because readers are aware that their daily behaviors determine their future, **the Le Parisien brand helps them to choose, make better decisions, and provides them with solutions to optimize their impact:**

Work Better – Consume better – Eat better

Better preservation – Getting around better – Living better together



The brand touches **20 Million** readers every month



It brings together **37%** of the French people **41%** of 25-49 ans years old **45%** of CSP+



125-49 years old CSP+ Index **123**



**2.4 M** readers of everyday life Every day



**17 M** de U.V per month





# The brand of the Citizens of the better in the Ile-de-France region

Because readers are aware that their daily behaviors determine their future, **the Le Parisien brand helps them make better decisions and provides them with solutions to optimize their impact:**

Work Better – Consume better – Eat better

Better preservation – Getting around better – Living better together



The brand supports **6 M** readers each month in the Paris region, i.e. nearly 2 out of 3 Ile-de-France residents



**1st brand**  
Press  
in IDF & Oise



Le Parisien touches in  
IDF & Oise  
More than **1** in **2** women  
nearly **2** out of **3** CSP+  
Nearly **2** out of **3** households with  
children



**1.2 M** drives  
everyday life every day  
**189,069** copies  
**No. 1** in audience  
& in broadcast



**4.4 M**  
Ile-de-France residents  
read  
Le Parisien on a digital  
medium  
on average each day



# The daily life of the Citizens of the better

**Le Parisien Aujourd'hui en France creates a close link with its readers** by providing them with a look at political, economic and cultural news, and solutions to everyday problems: purchasing power, health, real estate, environment, food, education, etc.

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



**2.4 Millions**  
readers  
every day



**1 M** 25-49 year old  
**1.5 M** of active



More than **258,833 copies**  
distributed every day  
**No. 1 in sales at no.**

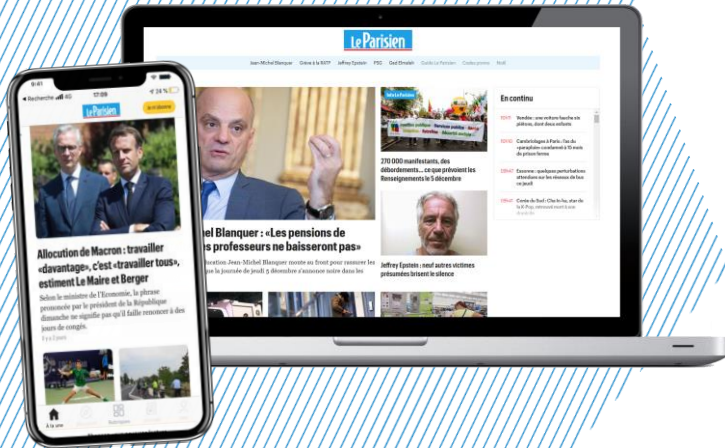
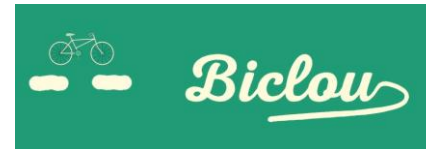


## The digital meeting of the Citizens of the better

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

Work Better – Consume better – Eat better

Better preservation – Getting around better – Living better together



**17 M**  
U.V every month  
of which **87%** smartphone



Each month, it brings together:  
Nearly **1 in 3** Internet users  
and more than  
**1 in 3 CSP+**



Affinity CSP+  
**Ind. 120**



**10 M**  
fans & followers



**13.8 M**  
Unique videonauts  
every month



**1.4 M**  
streams per month  
**2nd Native Podcast**  
actuality in France





# "Your weekend starts here"

A syndrome of an era, the French have a propensity to overinvest at the weekend... **Their need for information is therefore just as important, but they need to do it differently.** In this context, the editorial team has decided to "reinvest its weekend offer to reinforce its uniqueness and provide a richer, more relevant treatment". **A magazine centered around three markers :**

- **SINGULARITY**

A **layout** and **FRONT PAGES** that give beautiful pride of place to the image to offer greater reading pleasure and highlight the most important news: Sagas • Inspiring destinies • Discovery topics • Historical stories • Culture topics • Trending topics.

- **DISCOVERY**

All **the inspirations of the weekend** in Paris and in the region, whether with children, in front of a screen, in headphones, on the boards, at the table, in shape, design...

- **LIFESTYLE - CULTURE**

A reinforcement of the pagination on **TOURISM** and **FOOD** with more good addresses and recommendations



**224,705 copies**  
broadcast  
Every Friday



**2.4 M** readers  
of Le Parisien  
every Friday



**44%** of 25-49 years  
old  
**81%** procurement  
managers



**17 M** of U.V every  
month  
on leparisien.fr





# Influential even on Sundays

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



Three main reading sequences:

- **The news**, the man or woman of the week
- **Sport**, a look back at the highlights of the week and the weekend
- **Culture**, "Tentations", the cultural guide of the weekend



Broadcast leader with  
**219,728 copies**  
on the news press  
Sunday



**1.6 M**  
readers  
every Sunday



**No. 1** on 25-49 year olds



# Le Parisien Économie

## The economy on a human scale

The shock wave that is going through society is also affecting companies and the world of work

### A new world, a new formula!

Le Parisien Economie has evolved its content and design **to decipher and analyse the evolution of office life, always in a logic of proximity.**

At the heart of the daily newspaper, a 16-page appointment every Tuesday, and every day on the "Economy" vertical of the Parisien.fr.

And throughout the year, special issues on **Women and Parity, Inclusion and Disability, Diversity in Business, Youth Employment**, etc.



2.4 M readers  
every Tuesday

258,833 copies  
with Le Parisien-AEF



17 M  
of U.V per month  
on leparisien.fr



60,000  
subscribers on Facebook  
21,100  
subscribers on X



# Le Parisien Étudiant

## The brand that prepares the future of GenZ

Le Parisien-Aujourd'hui en France Etudiant: **the universe dedicated to high school students, students and young professionals** to guide them in their orientations and help them find their path and the position that suits them.

A gold mine to inform and support them in preparing for their future and managing their daily lives

- **Practical information**, directories, guides, forums...
- **Advice**: internships, housing, loans...
- **Outings**, restaurants, exhibitions, parties...
- **Appointments**, high school rankings, parcoursup registrations, baccalaureate results, start of the school year...



**2.5 M UV**  
per month on the  
website of Le Parisien  
Etudiant



**Young people aged 15-24**  
Index 122  
**Parents involved**  
35-55 years CSP+ Index 184



**258 833 copies**  
with Le Parisien AEF



**2.4 M readers**  
daily

**8 issues** of  
Parisien Etudiant  
per year





# Le Parisien Ma Terre

## The ecosystem dedicated to the environment

Positive and optimistic, **Le Parisien Ma Terre gives the keys to a more responsible** world through tips and deciphering, to reconcile good practices and purchasing power.

With **the development of this new brand, Le Parisien wishes to encourage the emergence of responsible gestures and to accompany readers** daily on the small acts that will make great progress.



**A bimonthly supplement of 12 pages on Saturdays in the daily newspaper Le Parisien AEF**



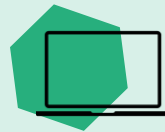
**A dedicated My Earth vertical** on LeParisien.fr, website and app, with new content every day



**Social Networks** with specific content



**A weekly editorialized newsletter**



**17 M**  
of U.V per month  
onleparisien.fr



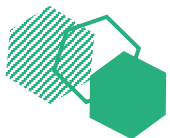
More than **10,000**  
subscribers on Facebook  
More than **4 500**  
subscribers on X



**258,833 copies**  
with Le Parisien AEF



**2.4 M de lecteurs**  
of daily





# The magazine of all the news

A **unique positioning**, combining **entertainment and information**, which is based on 3 editorial pillars: **culture, reportage and lifestyle**.

A **specific editorial treatment**: photo expertise, narrative writing, immersive reports, exclusive interviews.

Paris Match takes readers **to the heart of the event**, whether it is to accompany the personalities loved by the French in their moments or to interfere in the corridors of power.



**2.3 M** readers weekly

**No. 1** weekly news magazines



**1.4 M** readers weekly

Leader for women VS high-end women's



**442 713** copies weekly

**No. 1** weekly news magazines on sales at no.

