



# "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



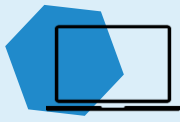
**224,705** copies broadcast Every Friday



**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

