

L'EQUIPE

France's Leading Sport Daily Newspaper
Cover Price: € 1.10

MARKET POSITION:

More and more French people practice a sport today and it represents a true lifestyle in France. 48% of French people play at least one sport regularly. 67% of them train for sport from one to several times per week and 2/3 have a keen interest in sports. **L'Equipe** is much more than a newspaper or a magazine as it is also a TV channel and a website.

L'Equipe Daily is the most read newspaper in France with 2 347 000 readers (EPIQ 2010). It is aimed at an urban male audience (84%), aged between 15 and 49 (73%). Its readership is mainly comprised of company executives (81%) and senior company executives (36%). **L'Equipe** is ranked 1st in its share of "company executives" in front of Le Monde and Le Figaro.

		L'Equipe	Le Figaro
Total Circulation	OJD 2011	296,381	334,406
Domestic Paid Circulation	OJD 2011	285,386	321,101
Readership - EPIQ 2010		2,347,000	1,220,000
PREMIUM 2011			
All		553,000	674,000
Easy		360,000	555,000
Activ		339,000	300,000
Activ Easy		147,000	181,000

EDITORIAL PROFILE:

L'Equipe is the French newspaper of reference for competitive sports as well as in depth coverage of sports related events (Organisation, Business, Medias, Politics, and Institutions). **L'Equipe** is distributed 7 days a week as it has a Sunday edition and it covers more than 70 sports throughout the year. It is the key reference for sport-related news, covering a great range of sports including cycling, football, racing, rugby, tennis, basketball, handball, volleyball, golf, skiing, athletics and many other sporting events. Currently printing 350 000 copies a day, it provides extensive coverage of French and international sporting events.

TECHNICAL SPECIFICATIONS:

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