

# **L'EQUIPE** magazine

The weekly supplement to L'Equipe daily Newspaper  
issued on Saturday

## **MARKET POSITION:**

**L'Equipe Magazine** is the weekly supplement of the daily newspaper. It is issued on Saturdays and aims to broaden the horizons of the daily by covering sport under all its forms with topics related to society, the economy, fashion and culture.

**L'Equipe Magazine** is aimed at an urban male audience (80%), aged between 15 and 49 (77%). Its readership is comprised mainly of company executives (80%).

		<b>L'Equipe Magazine</b>
Total Circulation	OJD 2011	316,956
Domestic Paid Circulation	OJD 2011	309,524
Readership		
- AEPM 2009/2010		3,708,000
PREMIUM 2011		
All		710,000
Easy		488,000
Activ		413,000
Activ Easy		191,000

## **EDITORIAL PROFILE:**

**L'Equipe magazine** covers sport in special sections to give a broader perspective of its influence. It provides sport news and information about sport as a way of living. There are 4 main sections:

- "Top Chrono" section: a weekly overview of sport news.
- "Report" section : analysis and investigation
- "Week-end" section: reports and articles on culture and sport as well as in depth coverage of sports related events
- "Indoor" section: Video Games, DVD, Shopping, High-Tech, Beauty, Fashion, Tourism, Cars...

## **TECHNICAL SPECIFICATIONS:**

Please contact us for all details

## **COPY DEADLINE:**

3 weeks prior to the publication

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)