

# *le nouvel* **Observateur**

Weekly, published on Thursday  
France's Leading Weekly Newsmagazine  
Cover Price: € 3.50

## **MARKET POSITION:**

**Le Nouvel Observateur** is the leading French newsmagazine with the largest adult readership (AEPM 2006) and the highest coverage of French executives (IPSOS FCA 2006).

		<i>Le Nouvel Observateur</i>	L'Express	Le Point
Total circulation	OJD 2011	<b>530,974</b>	530,384	430,022
Domestic Paid Circ.	OJD 2011	<b>503,554</b>	436,617	408,481
Readership - AEPM 2009		<b>2,363,000</b>	2,139,000	1,864,000
- PREMIUM 2009				
All		<b>789 000</b>	831 000	816 000
Active		<b>385 000</b>	444 000	362 000
Easy		<b>592 000</b>	628 000	658 000
Active Easy		<b>188 000</b>	241 000	204 000

## **EDITORIAL PROFILE:**

Since its launch in 1950 **Le Nouvel Observateur** has been renowned for the serious nature of its news coverage and the authority and respect commanded by its journalists. **Le Nouvel Observateur** is an opinion leader on all-important issues, in fact, the IPSOS Mediasatel survey rated it the most influential news magazine in France. It not only offers its readers the greatest coverage of business, arts and literature, but also has more editorial pages than any other newsmagazine.

## **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

## **COPY DEADLINE:**

3 weeks prior to issue date.

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