



National edition of "Le Parisien"  
Cover Price: € 0.90

**MARKET POSITION:**

*Le Parisien Aujourd'hui en France* is the national edition of *Le Parisien*. It is a generalist news title, which is second only to *Le Monde* in terms of readership for this type of daily. As the title suggests a large part of its readership are from the Paris region. Figures from OJD 2001 show that 70% of the circulation of the title is in this region. In 2010 *Le Parisien Aujourd'hui en France* reinforce what makes him strong and adopts a new presentation in full colours, from 40 to 48 pages. The newspaper proposes 5 sections: "Le Fait du Jour", "Actu", "Le Département", "Le Sport" and "L'Air du Temps". More elegant and harmonious, *Le Parisien Aujourd'hui en France* includes more photos and visual elements.

	<b>Le Parisien Aujourd'hui en France</b>	Le Figaro
Total Circulation OJD 2011	<b>464,445</b>	334,406
Domestic Paid OJD 2011	<b>454,302</b>	321,101
Readership - EPIQ 2010 PREMIUM 2011	<b>2,206,000</b>	1,220,000
All	<b>552,000</b>	674,000
Easy	<b>328,000</b>	555,000
Activ	<b>388,000</b>	300,000
Activ Easy	<b>164,000</b>	224,000

**EDITORIAL PROFILE:**

*Le Parisien Aujourd'hui en France* has been awarded the title of "best national daily newspaper of the year 2004" by the CB News Media Prize. This comes following the OJD Stars prize which was awarded to the daily for its continuous success. *Le Parisien Aujourd'hui en France* has as well a stable editorial policy of providing quality information for the readers, whatever their interests. Its editorial aim is for "One daily for everyone, the daily by everyone". This is clear in the wide range of topics covered, main news articles, sport and entertainment guide are some of the daily sections provided in these titles. They also have weekly supplements, which cover topics such as Jobs & Training, Property & Estate through to Multimedia and Tourism.

**TECHNICAL SPECIFICATIONS:**

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