



The weekly business supplement
of Le Parisien and Le Parisien Aujourd'hui en France
Issued on Mondays

MARKET POSITION:

Le Parisien Economie is a weekly supplement offering an in-depth and lively coverage of a wide range of salient issues on business. It was launched to complete the existing economic columns in Le Parisien and Aujourd'Hui en France, the French leading daily newspaper in Paris. As the daily, it will benefit from the same large and loyal audience, comprised of decision-makers and executives.

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

EDITORIAL PROFILE:

Its subject matter is covered from start to finish in a clear and accessible way, making a world that has traditionally been seen limited to a specific category of people open to everybody. *Le Parisien Economie* has an editorial policy of providing quality information for the readers, whatever their professional position. Three sections are split in a clear 36-page tabloid format:

- "Your Company": articles on companies of all sizes, interviews with economic decision-makers, analysis
- "Your Money": testimonials, experiences and advice on know everything with banking, mortgages, and investment
- "Your Job": employment, training, and career management

TECHNICAL SPECIFICATIONS:

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