



Daily Newspaper for Paris
Cover Price: € 1.00

MARKET POSITION:

Le Parisien is a generalist news title, which has the second only to *Le Monde* in terms of readership for this type of daily. *Le Parisien* is only distributed in the Paris region. But in terms of circulation in the Paris region, *Le Parisien* is a clear leader reaching a much larger audience than *Le Monde* or *Le Figaro*.

In 2010 *Le Parisien* reinforce what makes him strong and adopts a new presentation in full colours, from 40 to 48 pages. The newspaper proposes 5 sequences: “Le Fait du Jour”, “Actu”, “Le Département”, “Le Sport” and “L’Air du Temps“. More elegant and harmonious, *Le Parisien* includes more photos and visual elements.

		Le Parisien	Le Figaro
Total Circulation	OJD 2011	290,348	334,406
Domestic Paid Circulation	OJD 2011	284,196	321,101
Readership - EPIQ 2010 PREMIUM 2009		1,611,000	1,220,000
All		400,000	562,000
Easy		249,000	459,000
Activ		292,000	252,000

EDITORIAL PROFILE:

Le Parisien has a stable editorial policy of providing quality information for the readers, whatever their interests. The 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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