



Weekly Parisian supplement of Le Nouvel Observateur

MARKET POSITION:

Le ***Nouvel Observateur*** is the only news magazine to offer a supplement dedicated to Paris/Ile de France with each issue. In Ile de France, ***Le Nouvel Observateur*** is the most read news magazine. 43% of this supplement's readers are AB + and more than half have an annual income greater than 36,000 €. Compared to the national readership of ***Le Nouvel Observateur***, the Ile de France readership is more modern, wealthy and concerned about its lifestyle.

	<i>Le Nouvel Obs Paris Ile de France</i>
Circulation (OJD 2008-2009)	162,239
Readership (AEPM 2008-2009)	714,000

EDITORIAL PROFILE:

Le Nouvel Obs Paris Ile de France is the only news magazine with an Ile de France issue. Each week, this 50 page supplements offers cultural information as well as news, trends and special reports like ***Le Nouvel Observateur*** but only focussed on the region. ***Nouvel Obs Paris Ile de France*** is also a practical tool to guide the reader through the enormous leisure opportunities in this region.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

3 weeks prior to issue date.

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GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk