

L'EQUIPE

France's Leading Sport Daily Newspaper
 Cover Price: € 1.40 on Monday 1.30 during the week
 2.30 On Saturday



MARKET POSITION:

More and more French people practice a sport today and it represents a true lifestyle in France. 48% of French people play at least one sport regularly. 67% of them train for sport from one to several times per week and 2/3 have a keen interest in sports. **L'Equipe** is much more than a newspaper or a magazine as it is also a TV channel and a website.

L'Equipe Daily is the most read newspaper in France with 2 652 000 readers (ONE 2017). It is aimed at an urban male audience (84%), aged between 15 and 49 (73%). Its readership is mainly comprised of company executives (81%) and senior company executives (36%). **L'Equipe** is ranked 1st in its share of "company executives" in front of Le Monde and Le Figaro.

		L'Equipe
Total Circulation	ACPM OJD 2018	253,791
Domestic Paid Circulation	ACPM OJD 2018	249,875
<u>Readership</u>		
ONE (Total Readership)	2017	2,652,000
PREMIUM 2017		
All		701,549
Top 8% Wealthiest		411,060
Senior Management		487,079

EDITORIAL PROFILE:

L'Equipe is the French newspaper of reference for competitive sports as well as in depth coverage of sports related events (Organisation, Business, Medias, Politics, and Institutions). **L'Equipe** is distributed 7 days a week as it has a Sunday edition and it covers more than 70 sports throughout the year. It is the key reference for sport-related news, covering a great range of sports including cycling, football, racing, rugby, tennis, basketball, handball, volleyball, golf, skiing, athletics and many other sporting events. Currently printing 350 000 copies a day, it provides extensive coverage of French and international sporting events.

ADVERTISING RATES 2018:

Size	Rate (standard)	Rate (Event)	Rate (Exceptional)
Page (DER)	120 200 €	144 200 €	151 100 €
Double Page	211 500 €	253 700 €	265 800 €
Double ½ Page	105 900 €	127 000 €	133 000 €
1/2 Page (Page5/7)	57 300 €	68 700 €	71 900 €

TECHNICAL SPECIFICATIONS:

Please contact us for all details

COPY DEADLINE:

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