

Le Monde

TÉLÉVISIONS

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TELEVISION
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Le Monde

The weekly Television programs supplement of Le Monde
issued on Monday



MARKET POSITION:

Le Monde Télévision is the TV supplement of the French newspaper Le Monde. More than just have an access to the different lists of TV programs, the readers can have different news or survey regarding TV news. There are also many analyses of how famous people are managing their “image” or about TV animators.

| | | Le Monde | Le Figaro | Les Echos |
|---|------------------|------------------|-----------|-----------|
| Total Circ. | OJD 2016-2017 | 297,304 | 315,993 | 130,984 |
| Domestic Paid circ | OJD 2016-2017 | 278,790 | 306,737 | 128,215 |
| Readership <u>ONE</u> (Total readership) | 2016-2017 | 2,748,406 | 1,781,956 | 697,644 |
| <u>PREMIUM</u> 2017 | | | | |
| All | | 1,128,890 | 813,133 | 452,180 |
| Senior management | | 657,333 | 411,293 | 300,151 |
| Top 8% wealthiest | | 807,148 | 642,422 | 340,420 |

EDITORIAL PROFILE:

- In-depth survey regarding the latest TV breaking news
- Analysis of the audience success of the last week
- Analysis about the habit of the TV viewers
- Lists of TV programs for the week

ADVERTISING RATES 2018:

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