



Le Parisien weekend supplement
Published weekly on Fridays



MARKET POSITION:

Le Parisien Week-end is the weekend supplement of *le Parisien* that summarises the past week's news. It has an audience of 2.3 million, 42% of which are between the age of 25-49, and 33% are AB+.

LE PARISIEN/ LE PARISIEN AUJOURD'HUI EN FRANCE WEEK-END	
Paid Circulation in France ACPM OJD 2024-2025	220 122
Total Circulation ACPM OJD 2024 - 2025	221 308

EDITORIAL PROFILE:

Le Parisien Week-end contains between 100 and 116 pages of current news, culture, leisure, tourism, High Tech and lifestyle. It contains the following sections:

- **The Week's essentials:** a brief overview of the news highlights of the week, the latest book releases, celebrity news and important images of the week.
- **City Guide:** brings the city to life through inspiring encounters, behind the scenes and trends.
- **Week-end Guide:** 10 pages providing ideas and advice on what to do at the weekend
- **Practical Pages :** money, health, psychology

ADVERTISING RATES 2026:

POSITION	STANDARD	SIZE MM (+ 5MM TRIM)
Full page	35 900 €	200 x 270
Double page	72 300 €	400 x 270
Double ½ page	43 700 €	400 x 135
½ page	23 300 €	200 x 135 or 90.5 x 270
1/3 page	20 300 €	200 x 90 or 70.5 x 270

TECHNICAL SPECIFICATIONS:

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