

L'ÉQUIPE

magazine

The weekly supplement to L'Équipe daily Newspaper
issued on Saturday



MARKET POSITION:

L'Équipe Magazine is the weekly supplement of the daily newspaper. It is issued on Saturdays and aims to broaden the horizons of the daily by covering sport under all its forms with topics related to society, the economy, fashion and culture.

L'Équipe Magazine is aimed at an urban male audience (80%), aged between 15 and 49 (77%). Its readership is comprised mainly of company executives (80%).

		L'Équipe Magazine
Total Circulation	ACPM OJD 2019	213,512
Domestic Paid Circulation	ACPM OJD 2019	210,753
<u>Readership</u>		
ONE (Total Readership)	2016-2017	2,651,000
PREMIUM 2017		
All		610,951
Top 8% Wealthiest		373,447
Senior Management		410,961

EDITORIAL PROFILE:

L'Équipe magazine covers sport in special sections to give a broader perspective of its influence. It provides sport news and information about sport as a way of living. There are 4 main sections:

- "Top Chrono" section: a weekly overview of sport news.
- "Report" section : analysis and investigation
- "Week-end" section: reports and articles on culture and sport as well as in depth coverage of sports related events
- "Indoor" section: Video Games, DVD, Shopping, High-Tech, Beauty, Fashion, Tourism, Cars...

ADVERTISING RATES 2020:

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TECHNICAL SPECIFICATIONS:

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