

L'OBS

Weekly, published on Thursday
France's Leading Weekly Newsmagazine
Cover Price: € 4.90



MARKET POSITION:

L'OBS is the most prominent French general information magazine in terms of audience and circulation.

		L'OBS	L'Express	Le Point
Total Circ.	OJD 2019	225,304	267,557	305,075
Domestic Paid Circ.	OJD 2019	215,877	201,126	292,795
Readership				
ONE (Total Readership)	2017	2,305,000	1,958,000	2,150,000
PREMIUM 2017				
All		639,120	707,394	809,511
Top 8% Wealthiest		476,103	528,839	636,877
Senior Management		325,319	396,761	394,034

EDITORIAL PROFILE:

Since its launch in 1950 **L'OBS** has been renowned for the serious nature of its news coverage and the authority and respect commanded by its journalists. **L'OBS** is an opinion leader on all-important issues, in fact, the IPSOS Mediasatel survey rated it the most influential news magazine in France. It not only offers its readers the greatest coverage of business, arts and literature, but also has more editorial pages than any other newsmagazine.

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