



Le Nouvel Obs

France's Leading Weekly News magazine

Published on Thursdays

Cover Price: 6,90€



MARKET POSITION:

Le Nouvel Obs is the most prominent French general information magazine. It also has the highest new generation (less than 35 Y/O) readership. Since its launch in 1964, **Le Nouvel Obs** has been renowned for its unbiased extensive news coverage of political changes and issues. The IPSOS Mediasatel survey rated it the most influential news magazine in France.

| | Le Nouvel Obs | L'Express |
|--|------------------|-----------|
| Paid Circulation in France ACPM OJD 2024 - 2025 | 171 768 | 129 036 |
| Total Circulation ACPM OJD 2024 - 2025 | 177 362 | 162 341 |
| <u>Readership</u> ONE NEXT 2025 S2 | 1 190 000 | 1 134 000 |
| <u>INFLUENCE</u> 2025 | | |
| All | 391 000 | 356 000 |
| Senior Management | 182 000 | 202 000 |
| Top 1% Wealthiest (+200K€) | 149 000 | 20 000 |

EDITORIAL PROFILE:

Le Nouvel Obs offers its readers the greatest coverage on business, arts and literature, as well as more editorial pages than any other news magazine. One of the most popular sections of the magazine is the activism section called Lab-O, that acts as a spokesman for people and organisations that are reacting to current events and providing us with hope for the future.

ADVERTISING RATES 2026:

| FORMAT | STANDARD | SIZE (MM) WX H + 5MM BLEED |
|---------------|----------|----------------------------|
| Page | 35 100€ | 210 x 272 |
| Double page | 70 200€ | 420 x 272 |
| Double ½ Page | 60 000€ | 420 x 133 |
| ½ page | 26 800€ | 94 x 272 or 210 x 133 |
| 1/3 page | 23 600€ | 210 x 100 or 68 x 272 |
| ¼ page H | 19 200€ | 210 x 83 |

TECHNICAL SPECIFICATIONS:

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