

Le Parisien

Daily Newspaper for Paris
Cover Price: € 1.60



MARKET POSITION:

Le Parisien is a generalist news title; this daily newspaper has the 2nd highest readership of France, behind **Le Monde**. **Le Parisien** is only distributed in Paris area. In terms of circulation in Ile De France, **Le Parisien** is a clear leader reaching a much larger audience than **Le Monde** or **Le Figaro**. **Le Parisien** and **Aujourd'hui en France** are the same title, **Le Parisien** is for Paris area, and **Aujourd'hui en France** is the national edition. **Le Parisien** reaches a huge part of the French population as 19% of the French live in the Paris area.

In 2010 **Le Parisien** adopted a new presentation in full colours, from 40 to 48 pages. The newspaper is composed of 5 sections: "Le Fait du Jour", "Actu", "Le Département", "Le Sport" and "L'Air du Temps". More elegant and harmonious, **Le Parisien** includes more photos and visual elements.

	Le Parisien (Paris area)
Total Circulation ACPM OJD 2019	187,118
Domestic Paid ACPM OJD 2019	184,555
Total Readership ONE 2018	1,507,000
PREMIUM (Senior EX.+High Income) 2017	
All	550,165
Top 8% wealthiest	351,017
Senior management	378,129
Senior management and High income	178,982

EDITORIAL PROFILE:

Le Parisien has a stable editorial policy which is to provide quality information for readers, whatever their interests are. The editorial aim is "One daily for everyone, the daily by everyone". **Le Parisien** is true to its values, with a wide range of topics covered, news articles, sport and culture. **Le Parisien** also has weekly supplements, which cover topics such as Jobs & Training, Property & Estate, Multimedia and Tourism.

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