



National Daily edition  
of Le Parisien  
Cover Price: 2,20€



### **MARKET POSITION:**

**Le Parisien Aujourd'hui en France** is the national edition of *Le Parisien*. It is a generalist news title, and is the third most read daily newspaper in France. As the title suggests a large part of its readership are from the Paris region. In 2010 **Le Parisien Aujourd'hui** adopted a new format with brighter colours and 40 to 48 pages. It covers a wide range of topics, main news articles, sport and an entertainment guide. 55% of its monthly readership are senior managers, with 49% of its readers between 25 – 49 years old and 53% are AB+.

	<b>Le Parisien Aujourd'hui en France</b>	<b>Le Figaro</b>
<b>Paid Circulation in France</b> ACPM OJD 2024-2025	260 448	375 081
<b>Total Circulation</b> ACPM OJD 2024 - 2025	262 207	377 813
Readership <u>ONE NEXT</u> 2025 S2	2 792 000	1 939 000
<u>INFLUENCE</u> 2025		
All	581 000	642 000
Senior Management	353 000	313 000
Top 1% Wealthiest (+200K€)	27 000	53 000

### **EDITORIAL PROFILE:**

Every Monday **Le Parisien Aujourd'hui** includes the supplement **le Parisien Economie**, focused on economic issues. Other weekly supplements cover topics such as Jobs & Training, Property & Estate through to Multimedia and Tourism.

### **ADVERTISING RATES 2026:**

FORMATS	STANDARD	PREMIUM (PAGE 5-7)	PREMIUM (PAGE 9-11)	SIZE (L X H ) MM
Double Page	-	228 900 €	-	532 x 336
Page	123 900 €	150 900 €	144 600 €	254 x 336
News	80 000 €	96 800 €	93 600 €	162 x 192
½ page	72 800 €	91 600 €	88 400 €	254 x 165
1/3 page	68 700 €	85 300 €	82 200 €	162 x 162 or 254 x 120

### **TECHNICAL SPECIFICATIONS:**

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### **COPY DEADLINE:**

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