



National Daily edition of "Le Parisien"
Cover Price: € 1.60

MARKET POSITION:

Le Parisien Aujourd'hui en France is the national edition of *Le Parisien*. It is a generalist news title, which is second only to *Le Monde* in terms of readership for this type of daily. As the title suggests a large part of its readership are from the Paris region. In 2010 *Le Parisien Aujourd'hui en France* reinforce what makes him strong and adopts a new presentation in full colours, from 40 to 48 pages. The newspaper proposes 5 sections: "Le Fait du Jour", "Actu", "Le Département", "Le Sport" and "L'Air du Temps". More elegant and harmonious, *Le Parisien Aujourd'hui en France* includes more photos and visual elements. Since the 11th January every Monday *Le Parisien Aujourd'hui en France* integrate *le Parisien Economie*

		Le Parisien Aujourd'hui en France	Le Figaro
Total Circulation	OJD 2019	287,478	333,057
Domestic Paid Circulation	OJD 2019	283,232	325,938
Readership			
ONE (Total Readership)	2017	2,193,984	1,943,000
PREMIUM 2017			
All		550,165	813,133
Top 8% Wealthiest		351,017	642,422
Senior Management		378,129	411,293

EDITORIAL PROFILE:

Le Parisien Aujourd'hui en France has been awarded the title of "best national daily newspaper of the year 2004" by the CB News Media Prize. This comes following the OJD Stars prize which was awarded to the daily for its continuous success. *Le Parisien Aujourd'hui en France* has as well a stable editorial policy of providing quality information for the readers, whatever their interests. Its editorial aim is for "One daily for everyone, the daily by everyone". This is clear in the wide range of topics covered, main news articles, sport and entertainment guide are some of the daily sections provided in these titles. They also have weekly supplements, which cover topics such as Jobs & Training, Property & Estate through to Multimedia and Tourism.

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