



The weekly business supplement
of Le Parisien Aujourd'hui en France
Issued on Mondays



MARKET POSITION:

Le Parisien Economie is a weekly supplement offering an in-depth and lively coverage of a wide range of salient issues on business. It was launched to complete the existing economic columns in Le Parisien and Aujourd'Hui en France, the French leading daily newspaper in Paris. As the daily, it will benefit from the same large and loyal audience, comprised of decision-makers and executives.

		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:

Its subject matter is covered from start to finish in a clear and accessible way, making a world that has traditionally been seen limited to a specific category of people open to everybody. **Le Parisien Economie** has an editorial policy of providing quality information for the readers, whatever their professional position. Three sections are split in a clear 36-page tabloid format:

- "Your Company": articles on companies of all sizes, interviews with economic decision-makers, analysis
- "Your Money": testimonials, experiences and advice on know everything with banking, mortgages, and investment
- "Your Job": employment, training, and career management

ADVERTISING RATES 2020 :

Please contact us for all details.

TECHNICAL SPECIFICATIONS:

Please contact us for all details.

COPY DEADLINE:

Please contact us for details.

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk