



# Le Parisien Économie

The weekly business supplement  
of Le Parisien / Aujourd'hui en France  
Published on Tuesdays



## MARKET POSITION:

**Le Parisien Économie** is a weekly supplement with in-depth coverage on a wide range of prominent economic topics. It was launched to complete the existing economic columns in the leading daily French newspapers **Le Parisien** and **Le Parisien Aujourd'hui en France**. Its clear writing style has made a previously narrow market topic accessible to everyone.

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

## EDITORIAL PROFILE:

**Le Parisien Économie** is a major hub for decision makers in the economic world to exchange ideas. There are 10 special HR issues per year discussing professional mobility, work experience, diversity and disability. **Le Parisien Économie** is split into three main sections:

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

## ADVERTISING RATES 2026:

FORMAT	STANDARD RATES	PREMIUM (1ER RECTO)	SIZE (mm)
Double Page	-	227 900 €	532 x 336
Full page	123 800 €	146 700 €	254 x 336
News	80 000 €	95 700 €	162 x 192
½ page	72 800 €	89 500 €	254 x 165
¼ page	46 800 €	58 200 €	162 x 120

## TECHNICAL SPECIFICATIONS:

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