

Le Parisien (WEEK-END)



Magazine of the newspaper Le Parisien Aujourd'hui
Published weekly on Friday
Cover Price: 1.00 €

MARKET POSITION:

Le Parisien-Aujourd'hui en France has an audience of 12.2 million. It will launch a new format for its magazine on October 13th 2017. The magazine targets both male and female consumers from 30 to 45 years of age. This will lower the average age of its readers. The goal of this new magazine is to offer an escape with a rewarding but not intimidating reading, thanks to interesting news which allows discoveries, arouses curiosity and invites to relaxation.

		Le Parisien week-end
Total Circulation	ACPM OJD 2019	249,756
Domestic Paid Circulation	ACPM OJD 2019	247,358
ONE 2017 (Total Readership)		1,637,000

EDITORIAL PROFILE:

Le Parisien Week-end contains between 100 and 116 pages of current news, culture, leisure, tourism High Tech and lifestyle. It is organised in 4 main sections: "100% feel-good", providing good news, a second part focusing on stories, portraits and inspiring subjects, a third part called "Guide week-end" around cinema, tv, books, music, ... and 10 pages providing ideas and advices in order to enjoy your weekend and a fourth part with "practical pages" (money, health, psycho, ...). It has a dedicated app.

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