



Bi-weekly newspaper of
Reference on Rugby in France Cover price : €2.20

MARKET POSITION:

Launched in 1929, Midi Olympique is the **leading French newspaper covering International and National rugby news**. Midi Olympique offers the latest news on rugby teams, tournaments with 2 issues a week (one on Monday the other on Friday) and has an **exclusive readership composed essentially of active AB+ males**.

	<i>Midi Olympique</i>
Circulation (Weekly) – (ACPM OJD 2019)	88,871 (56,042+32,829)
Domestic Paid Circulation – (ACPM OJD 2019)	88,167 (55,560+32,607)

EDITORIAL CONTENT:

Midi Olympique offers an enriched content composed of:

- **ALL Rugby related news** on Rugby union, top 14, international tournaments, 6 nations, Europe cup, World Cup etc.
- The content is written by experts with **exclusive information, reporting, interviews and personalities**.
- **Detailed reports on all the games** of the weekend (Monday edition)
- **Presentation and forecast** of the forthcoming games (Friday edition)

ADVERTISING RATES 2020:

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