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LEADING CIRCULATION FOR THE CULTURE & RESTAURANT PARIS CITYGUIDE

199 897 copies each wednesday

OJD PV 2010/2011 Diffusion totale IDF Le Figaro

QUALIFIED AUDIENCE : Urban Affluent

505 000 readers in Paris area
49% are women
45% belong to household earning annual revenu > 36 000€ net (ind. 127)
72% are wealthy households* (ind. 123)

* head of household C+

EPIQ 2010LNM Le Figaro en IDF

HIGH PURCHASING POWER

389 000 Premium readers
85% Premium Easy* (ind. 122)
28% Premium Easy Activ (ind. 110)

PREMIUM 2010 LNM Le Figaro en IDF. Premium = Cadres-Dirigeants ou Revenus>65K€ ;
*Easy = lecteurs issus du Top8 (revenus>65K€). **Easy Activ : lecteurs issus du Top 8 et cadres-dirigeants

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Le Figaro brand reaches every week

5,6 millions individuals

Source : EPIQ 2010