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**FIGARO
 MEDIAS**
 affluent people

MADAME FIGARO
LEADER IN HIGH END WOMEN'S PRESS

434 937 copies each week **+4%** vs 2009/2010
 45% subscriptions
 55% kiosk sales

OJD PV 2010/2011

THE GUARANTEE OF A QUALITY AUDIENCE_{AEPM 2009-2010}

1 328 000 readers
 887 000 female readers
 70% belong to a wealthy household * (ind. 150) * head of family AB+ ou ex-AB+

40% of female readers are between 25 and 49
+16% of - 35 years old (vs 2009)

53% are employed (ind. 105)
 28% are women AB+ (ind.139)

65% are urban (ind. 146)
 61% are regular readers

A RESOLUTELY PREMIUM READERSHIP

700 000 Premium readers
 84% are Premium Easy readers (ind. 127)
 22% are Premium Easy Activ readers (ind. 101)

30% are readers who belong to TOP 2 households (+115 K€ / an) (ind. 179)

PREMIUM 2011 LDP Madame Figaro- Premium = Executives with incomes>60K€ ;
 * Easy = readers from the Top8 (incomes>65K€) ** Easy Activ = readers from Top 8 et executives

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The Figaro brand reaches
5,6 millions individuals each week

Source : EPIQ 2010