



Title ; *Le Figaro Littéraire*
 Date of creation : 1946
 Frequency : weekly
 Date of release : Thursday
 Price : Free supplement of Le Figaro
 Rate News full color 2012: 34 000 €
 Editor in chief : Etienne de Montety
 Internet : www.lefigaro.fr/litteraire

**FIGARO
 MEDIAS**
 affluent people

THE BEST CIRCULATION

318 909 copies each days (DFP) +1.1% vs 2009/2010 OJD PV 2010/2011
 including 60% kiosk sales and 40% subscriptions

A QUALIFIED AUDIENCE

1 220 000 readers
 45% female readers
 43% belong to a household with incomes > 36 000€ (ind. 170)
 41% of readers are from Paris & suburbs (ind. 224)
 73% belong to a wealthy household* (ind. 151)
 76% are exclusive readers (vs Le Monde, Libération, Les Echos, La Tribune) LDP

* head of family AB+ or ex AB+
 EPIQ 2010 LNM Le Figaro

AN AUDIENCE OF DECISION MAKERS WITH A PURCHASING POWER

674 000 Premium readers
 82% are Premium Easy* readers (ind. 124)
 27% are Premium Easy Activ** readers (ind. 126)

PREMIUM 2011 LNM Le Figaro Premium = Executives or incomes > 65K€ ;
 * Easy = readers from Top8 (revenus > 65K€) ** Easy Activ = readers from Top 8 & executives

Contact

0033 + 015652 2288
lefigaro@figaromedias.fr

The Figaro brand reaches
5,6 millions individuals each week

Source : EPIQ 2010