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**FIGARO
MEDIAS**
affluent people

LEADER IN CIRCULATION

318 909

copies each day (DFP) +1.1% vs 2009/2010
including 60% kiosk salespoint
& 40% subscription

OJD pv 2010/2011

PREMIUM QUALIFIED AUDIENCE

1 220 000 readers
45% are women
43% belong to household earning > 36 000€ net yearly (ind. 170)
41% live in Paris area (ind. 224)
73% belong to upper class households* (ind. 151)
76% are exclusive readers (vs Le Monde, Libération, Les Echos, La Tribune) LDP

* head of households C+
EPIQ 2010 LNM Le Figaro

AUDIENCE WITH HIGH PURCHASING POWER

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

PREMIUM 2011 LNM Le Figaro
* Easy = Top8 (revenue>65K€) ** Easy Activ = Top 8 and activ C+

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The Figaro brand reaches
5,6 millions individuals each week

Source : EPIQ 2010