



Title : *Le Figaro Magazine*  
Date of creation : 1978  
Frequency : *Weekly*  
Day of publication : *Saturday*  
Price : €4,50  
Rate FCP 2012 : €35 500  
Editor in chief : *Alexis Brézet*  
Website : *www.lefigaro.fr/magazine*

**FIGARO  
MEDIAS**  
affluent people

## THE POWER OF A UNIQUE DAY OF SALE

436 020 copies each week (DFP) +3.2 % vs 2009-2010  
55% kiosk sales  
45% subscription

OJD PV 2010-2011

## A POWERFUL AUDIENCE

1 730 000 readers  
65% are urban (ind. 147)  
66% belong to a wealthy household\* (ind. 141)

\*head of family AB+ or ex-AB+  
AEPM 2009-2010

## A YOUNGER READERSHIP

+9% of -35 readers (vs 2008-2009)  
49.9 y.old is the average age of the reader(-1.8 year vs 2008-09)

AEPM 2009-2010

## HIGH PURCHASING POWER AUDIENCE

875 000 Premium readers  
84% are Premium Easy readers (ind. 126)  
26% are Premium Easy Activ readers (ind. 120)

PREMIUM 2011 LDP Le Figaro Magazine - Premium = executives or incomes > 65K€ ;  
\* Easy = readers from Top8 (Incomes > 65K€) \*\* Easy Activ = readers from Top 8 and executives

### Contact

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The Figaro brand reaches  
**5,6 millions individuals each week**

Source : EPIQ 2010