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**FIGARO
 MEDIAS**
 affluent people

THE BEST CIRCULATION

318 909 copies each days (DFP) +1.1% vs 2009/2010 OJD PV 2010/2011
 dont 60% kiosk sales
 dont 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 Top 8 (revenus > 65K€) ** Easy Activ = readers from Top 8 & executives

Contacts

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The Figaro brand reaches

5,6 millions individuals each week

Source : EPIQ 2010