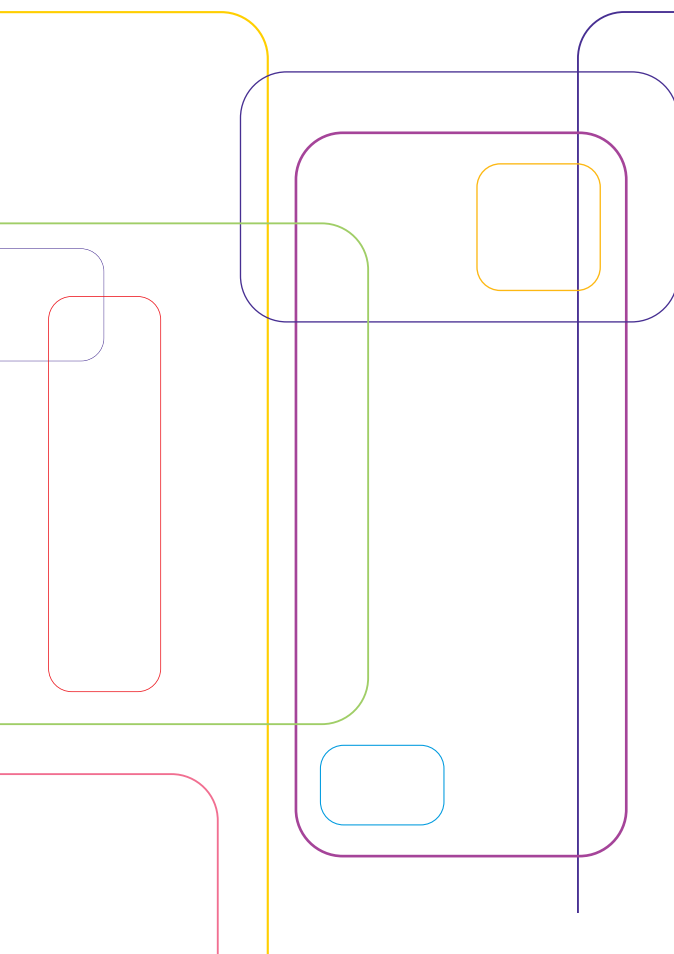


NEWSPAPER Power

serving YOUR communication in France



Dedicated to your brands



Dedicated to your brands

Summary

Summary

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The Daily Press in France

Panorama

Aujourd'hui
en France
le Parisien

Emilien Amaury and Claude Bellanger launched their daily in 1944 with the aim of creating a quality and popular newspaper.

In 1960 regional editions started.

Today, the daily has its own printing facilities and distribution platform.

It is the first national daily in terms of distribution.

L'ÉQUIPE

Created in 1946 and bought by the Amaury Group in 1965, L'Équipe is the one and only national sports daily newspaper and THE most read daily newspaper in France.

LE FIGARO

Founded in the 19th century, Le Figaro, from as early as 1870, was dedicated to giving news on the stock exchange and as well as local and international news in sciences. Today, it covers all fields and publishes numerous supplements (Figaro Magazine, Madame, Economy, Literature...).

It is now fully owned by the Dassault Group.

Le Monde

Launched in 1944 by Hubert Beuve-Méry, Le Monde is thoroughly independent from political or financial influences.

In terms of audience, it is the 2nd general information daily newspaper in France.

l'Humanité

N° 1 daily of the working class, l'Humanité was founded in 1904 by Jean Jaurès and became in 1920 the official newspaper of the French Communist Party.

Passionately defending peace, l'Humanité has always been the symbol for conflict of class.

la Croix

Created in 1883 by the "Assumptionists" (a branch of the catholic religion), La Croix is the only catholic national newspaper.

Nevertheless, it stands for pluralism and is open to dialog. It is owned by the Bayard Press Group.

Liberation

Created in 1973 - with the moral support of Jean-Paul Sartre - this daily was forged by the different leftwing political currents born in May 1968.

In 2005, Edouard de Rothschild bought 37% of the shares.

Les Echos

Le Quotidien de l'Économie

Historically, Les Echos has always been recognised as the first business daily.

Founded in 1908 - as a monthly - by the Servan-Schreiber brothers, it became a daily in 1928.

Today it is owned by LVMH.

LA TRIBUNE
PREMIERE BOURSE FRANCE

Created in 1985 under the name of Tribune de l'Économie and as an open competitor to Les Echos, La Tribune has made its way in large Corporations and is now a reference in financial markets.

It is owned today by News Participations.

The Internet media market

Panorama

Source : Mediamétrie NetRatings – January-July 2010 - Unique Visitors

All important news brands in France have launched their own news Websites which are among the most visited sites in the country.

The 8 most important news Websites in France are viewed by 17 426 000 Internet users altogether, which represents 58% of the Internet “News” category.

Aujourd'hui.fr

leParisien.fr

An news site based on the original daily newspaper with international, national and local news. It is the continuation of the daily and its supplement.

It enables a real deepening of the news, and new scoops with a very visual editorial treatment (videos, photos) and great interactivity (forums). 24h a day real-time news based on the proximity-interactivity-services tryptic.

L'EQUIPE.FR

L'Equipe.fr ist the number one sports news Website on the Internet. It is characterized by the variety of its contents, its reactivity and its interactivity.

All sports are treated. A large place is dedicated to videos, photos and illustrations. Furthermore, analyses, interviews and the historical databasis make it the reference sports website.

Presse Regionale.fr

A unique advertising product bringing together 39 sites among regional news sites including leparisien.fr.

This particularity gives it an incredible diffusion power on the whole national territory.

L'EXPRESS .fr

L'EXPRESS.fr offers a real-time news portal:

- All the scoops,
- All news are commented and analysed,
- A new conversation with the readers to enhance an interactive and participative view of the news,
- Multimedia news: photos, videos...

Le Monde.fr

Le Monde.fr is an in-depth news site, which publishes the print paper articles from “Le Monde”, completed by on-going updates and multimedia contents developed specifically for web users.

The site was first on-line in 1995. Since 2002, it offers a subscription based full version.

Le Point .fr

Lepoint.fr is the on-line real-time news site of the print news magazine Le Point.

It offers real-time news and top stories, blogs, special reports, thematical guides and many interactive services.

Libération.fr

Headlines, top stories, special reports, cinema, reactions, blogs and forums.

For over a year Libération.fr has developed its editorial line with thematical portals: trends, travel, regional news and videos.

LE FIGARO .fr

Lefigaro.fr is characterized by the depth of its news contents.

It is the result of the complementarity of the paper and web editorial strength, the Internet 2.0. Uses and the importance of videos available on the site.

Obs .com
en temps réel

The general news website le nouvelobs.com offers a real-time news version which works as a complement of its news magazine Le Nouvel Observateur.

The editorial internet staff gives webs users analyses, reactions, expertises on a continuous-flow basis.

Press and internet surveys

Panorama

Marketplace monitored by independent bodies

Circulation: OJD is the official organisation in charge of publishing all distribution figures.

ReaderShip:

	EPIQ 2009/2010	SIMM 2010	AUDIPRESSE PREMIUM 2009
Publications	National daily newspapers	Dailies & magazines	88 publications (daily newspapers, magazines...)
Target audience	Adults (15 YO +)	Adults (15 YO +)	Business executives and managers + top 8% of the wealthiest homes
Population	50 579 000	50 579 000	6 786 612
Sample	25 809	10 074	10 255
Data availability	July 2009/June 2010	January/December 2010	January/December 2009
Survey criteria	Sociological & demographical criteria (age, sex, dwelling...)	All consumer trends (detailed)	Sociological & demographical criteria + consumer trends

Reference study on Websites : Médiametrie // NetRatings Study

A representative panel of the French Internet population over 2 years old and with at least one access to a PC type computer at home or on the workplace.

A measure of all connection points with 4 different spatial categories : - all connection points - home/ or workplace - home - workplace

Panel composed by 25 000 people (9 000 recruited on the phone and 16 000 on-line)

Focus on AudiPresse Premium

New survey

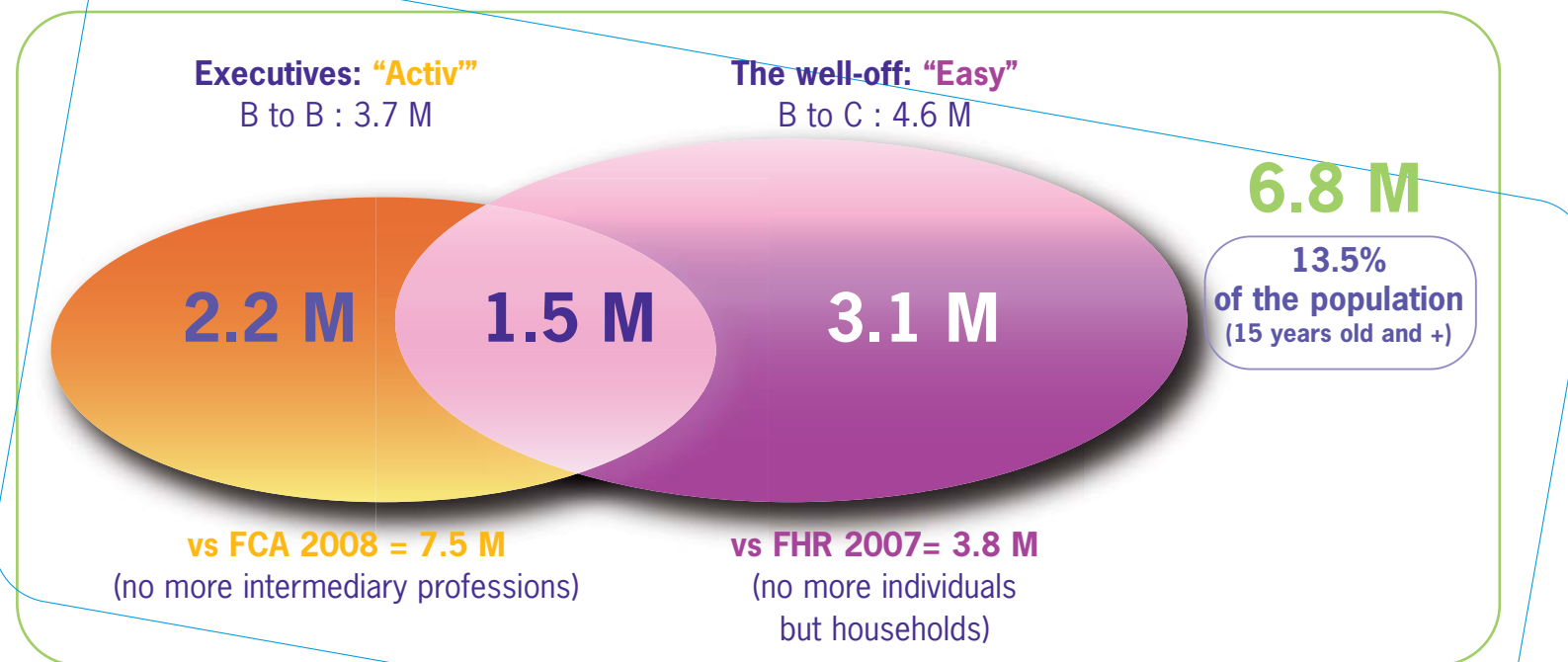


- **New reference study** and new tool for the advertising market.

AudiPresse Premium replaces the “FCA” and “HAUTS REVENUS” studies

- Its purpose is to quantify the press audience of “top range” **readers**

- Based on a professional criteria = executives = **Activ'**
- Based on an income criteria = people making a good living = **Easy**



- One of the **novelty** of this study is to have set aside the intermediary professions and the teaching categories from the panel

- **To match international survey standards**
- **To obtain a more pertinent population if your strategy is to target wealthy business executives**

The Amaury Group

The Amaury Group

Press and advertising

General Information



Sports



Sporting Events



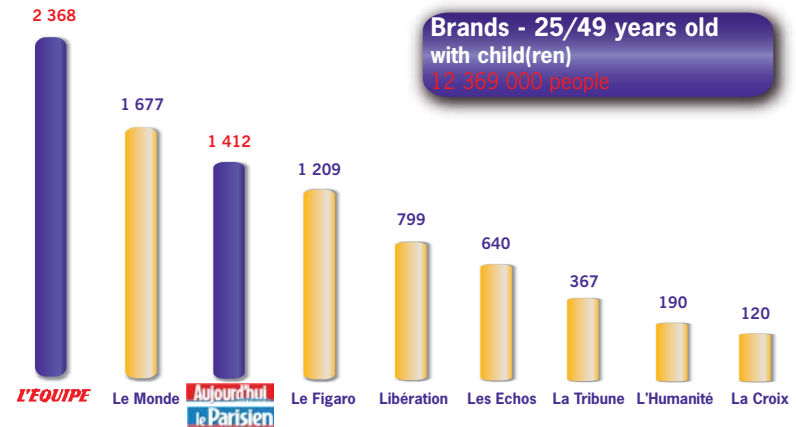
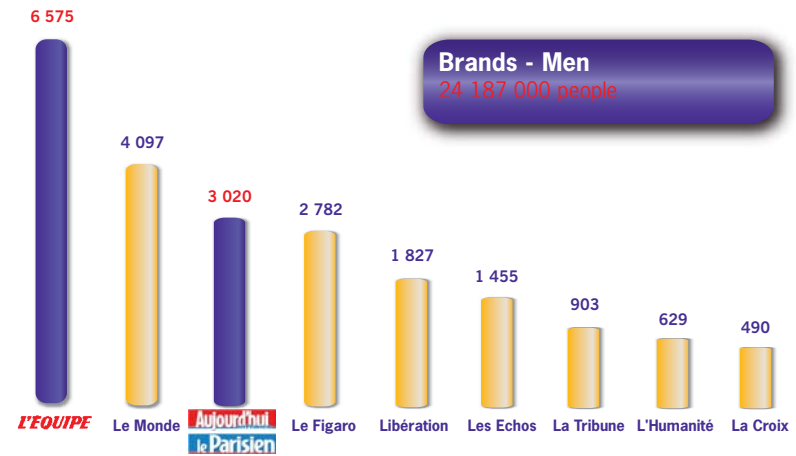
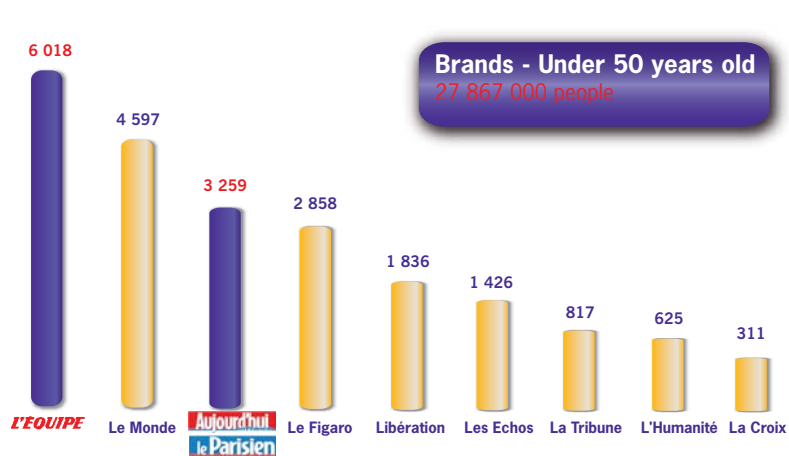
Brand Amaury Médias : 11 582 000 readers

2 powerful brands (Daily newspaper + magazine + Web)

Sources: EPIQ 2009/2010 - Figures in thousands



2 brands on the podium



The Brand Le Parisien

The Parisien Group

A national daily newspaper to explain and analyse international, national and local news.



A weekly business magazine dedicated to making economic topics more accessible and business life more interesting.



La Parisienne
A monthly rendez-vous for women with 5 major items : Fashion & Beauty, **Tourism**, Decoration, Gifts, Health & Nutrition.



Specialised magazine supplements
Scheduled issues covering important events of the year : Paris Motor Show, The music Festival, Sustainable Development Week, Photo Show.

A general information Website providing live news and videos.



The brand L'Equipe

The Equipe group



A national daily sports newspaper
to explain and analyse international, national and regional sports news.

A sports news Website

offering a selection of live news and broadcast.



A weekly magazine: L'Equipe Mag

All you need to know about sports: sports news and sports as a way of living.



A TV Channel : Equipe TV

Up to the moment sports news, interviews, debates.



Specialised magazine supplements

Selection of topics like tourism, high tech...



Fashion, luxury & Sport Magazine

Sport & Style



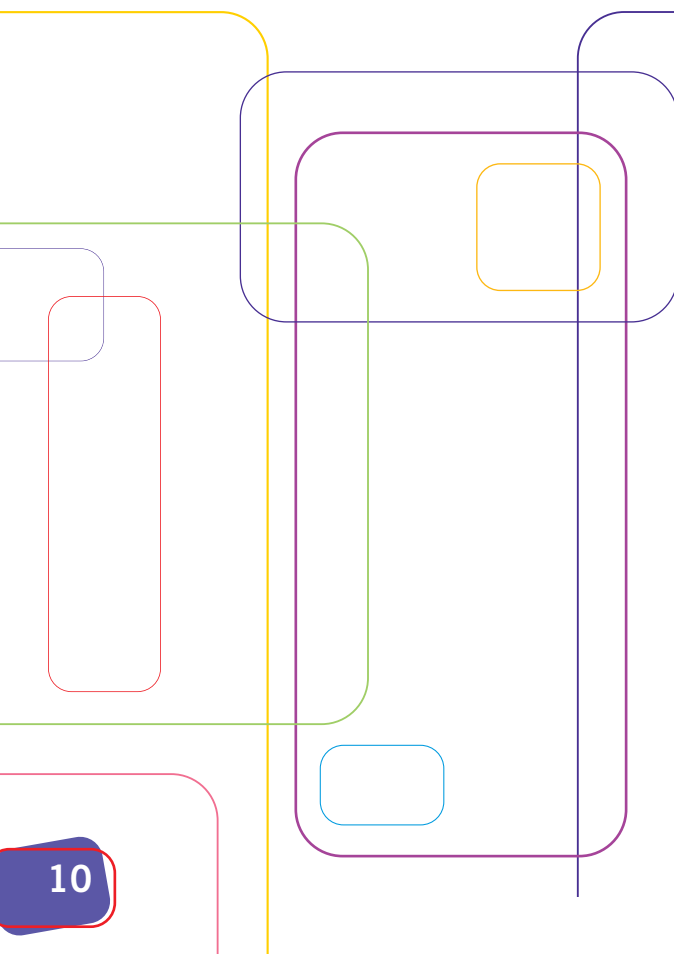
Radio Partnership RTL



offering a selection of live news and broadcast.

The daily press in France

Some key figures



Dedicated to your brands

Power

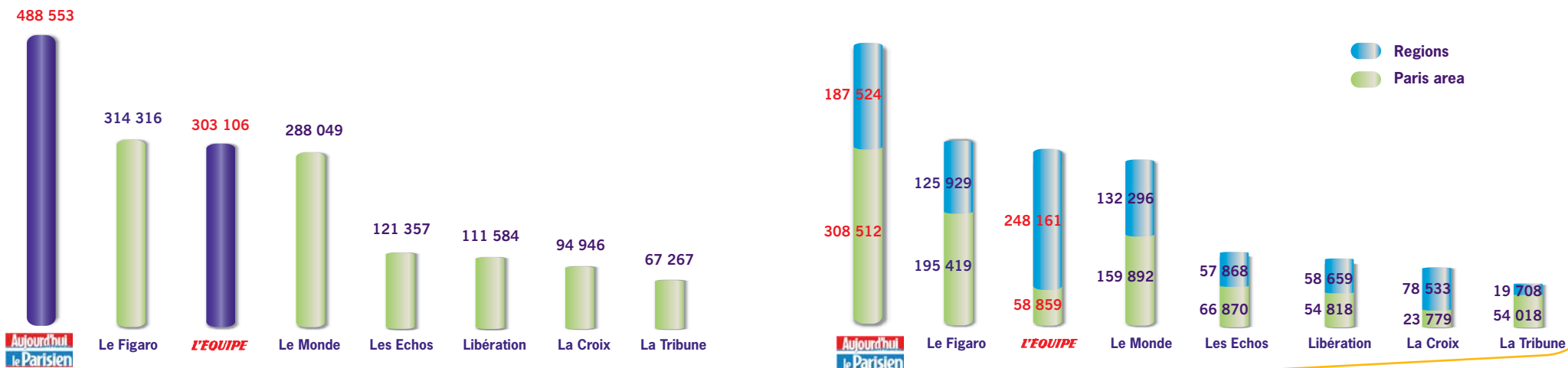
L'Équipe: **first national readership**

Le Parisien: **first circulation in France**

Sources: OJD 2009 - EPIQ 2009/2010 LNM

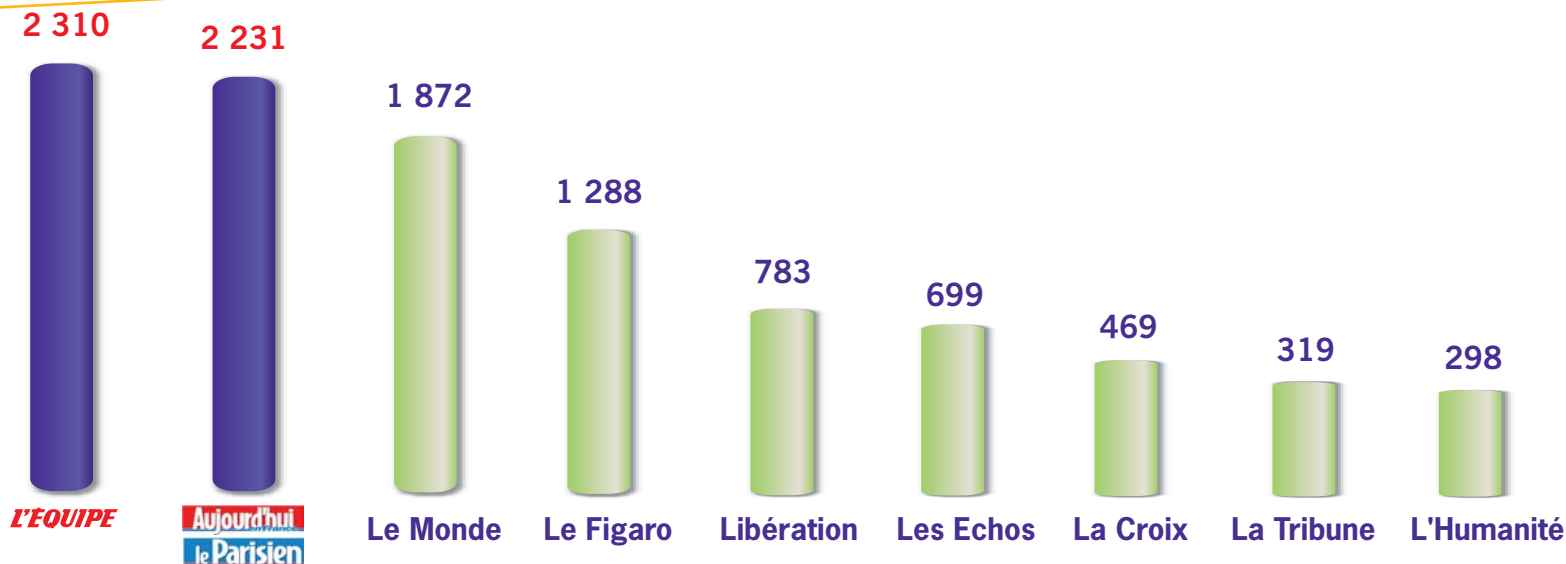
Power

Circulation



Readership

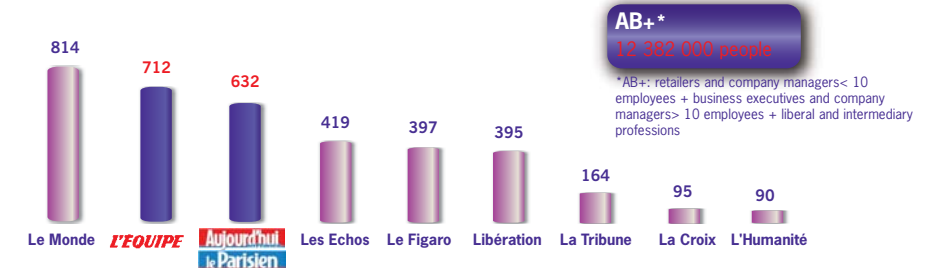
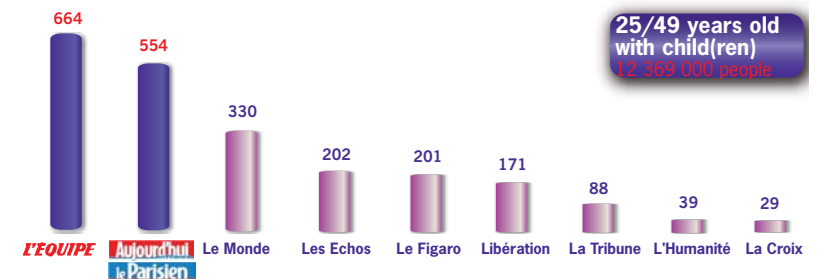
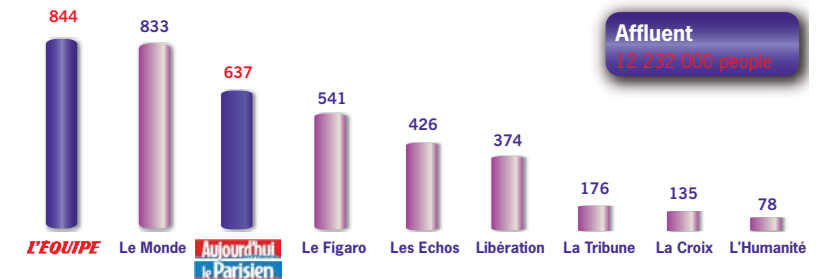
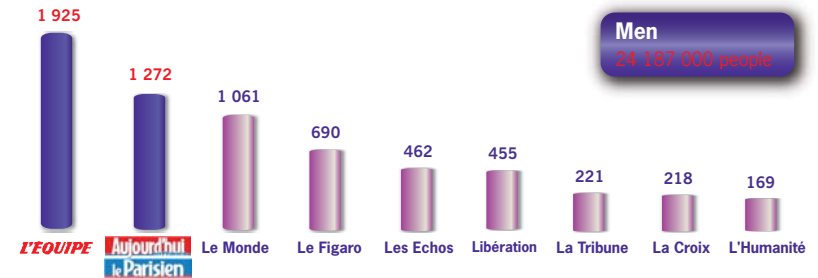
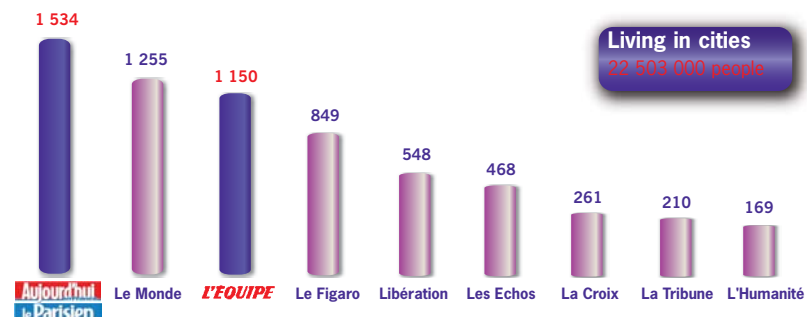
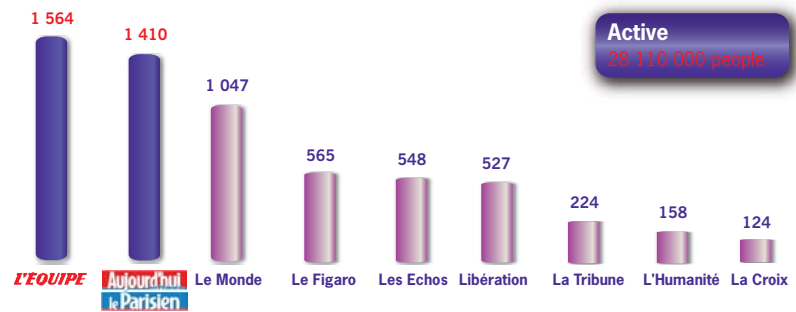
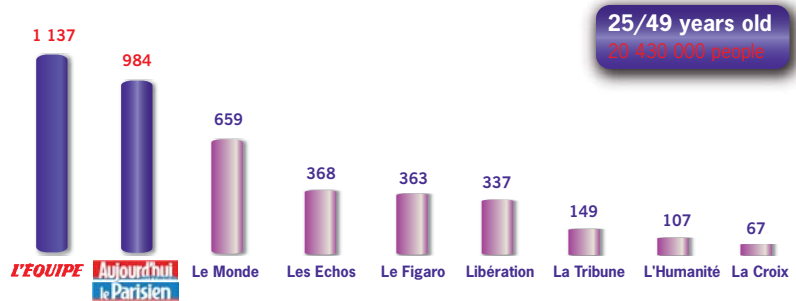
Readers in thousands



... on qualitative readership categories

Highly effective on specific target

Sources: EPIQ 2009/2010 LNM - Figures in thousands

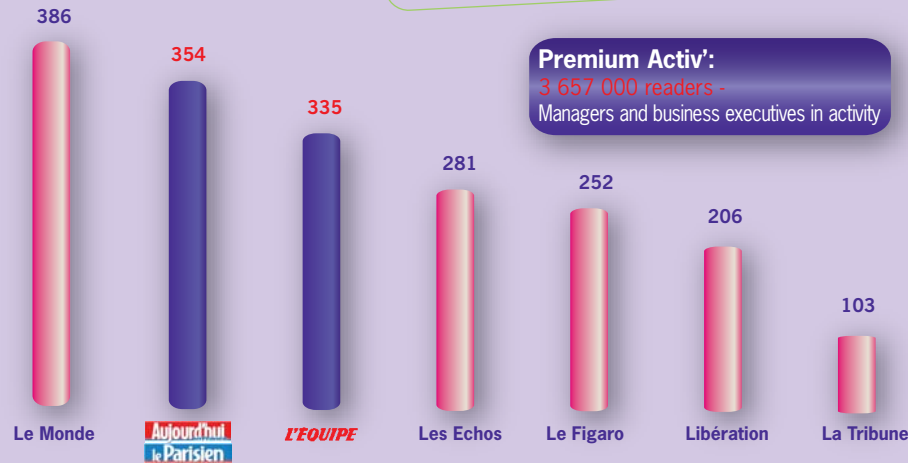


... on qualitative executives readership categories

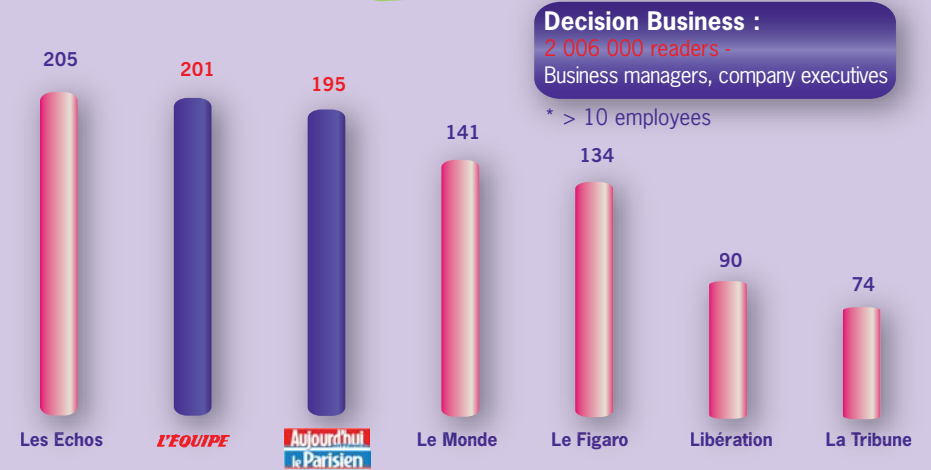
Highly effective on executives

Sources: Audipresse Premium 2009 - Figures in thousands

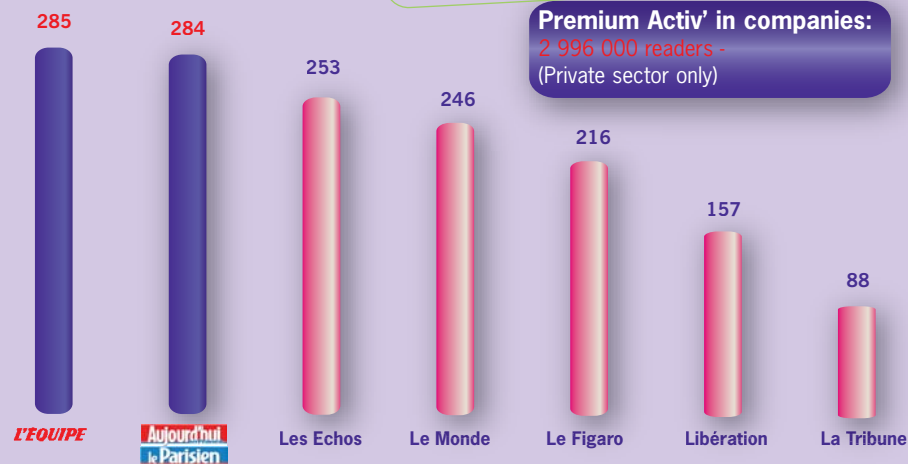
Business executives



Medium & big* companies managers



Business executives in companies



Extremely powerful in the Paris area & regions

A powerful circulation platform in IDF & the regions

Sources: OJD 2009 - EPIQ 2009/2010 LNM

**Paris & IDF:
a leading economic region**

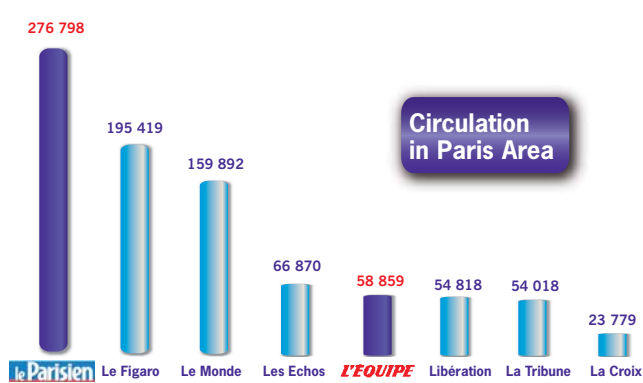
● **2nd** implementation area of the largest companies in the world (after Tokyo and before London)

● **38%** of executives

● **22%** of France's active population

● **30%** of university students

le Parisien : the most powerful newspaper in the Paris & Ile-de-France region



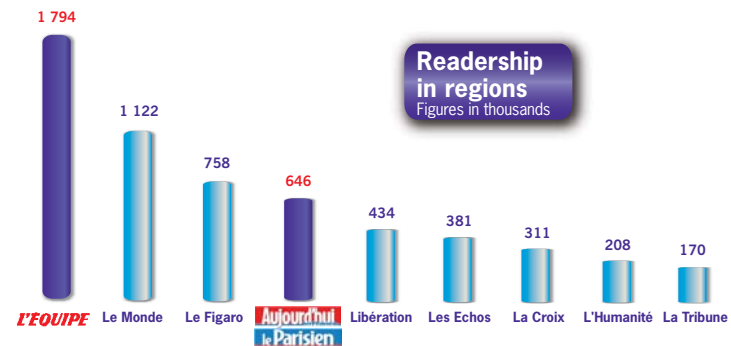
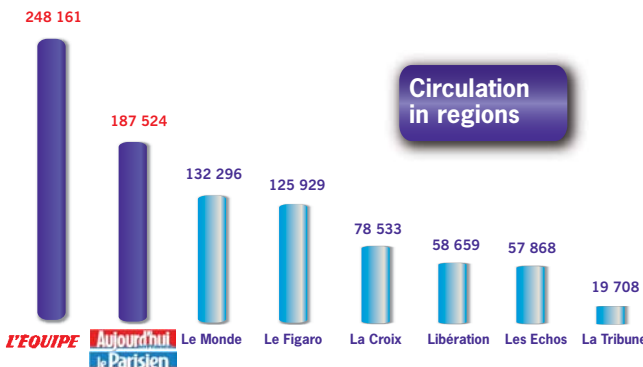
**The regions:
where the business is made too!**

● **61%** of national incomes

● **80%** of the French population

● **2/3** of business managers

● **66%** of "premium" people

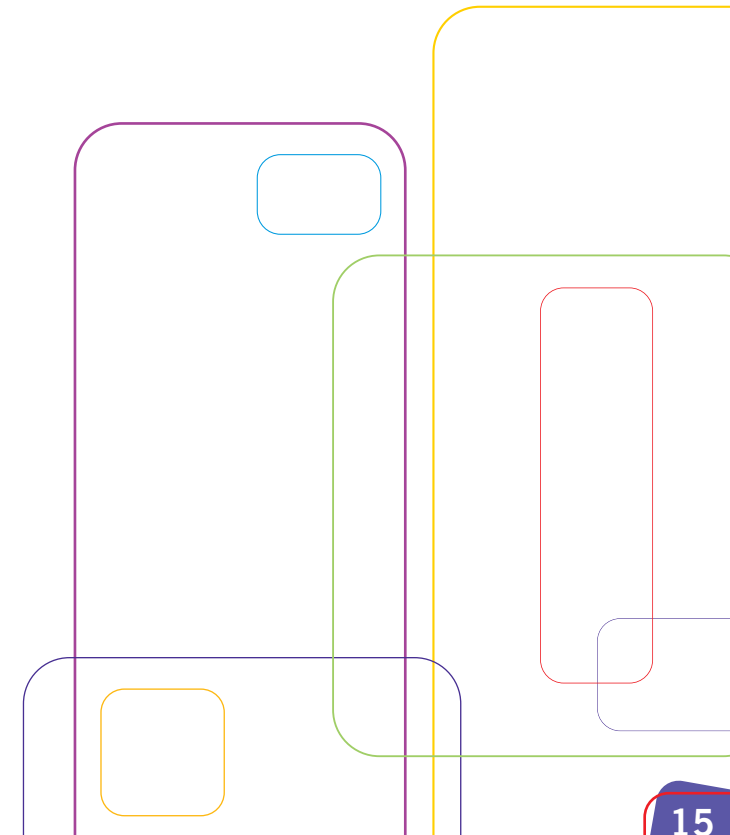


News Websites in France

Some key figures



Dedicated to your brands



The rising Website

The biggest increase in 1 year



Source: Médiamétrie NielsenNetratings January-July 2010 (average) - Unique Visitors

A site built on the strength of the Aujourd'hui en France – le Parisien concept

- An **international, national and local** news site
- Very **reactive**, hierarchised, with exclusive news and its own broadcast **videos** (3 500 on line)
- Based on the tryptic: **proximity – interactivity – services**
- Strongly **focused** on the French people's **hobbies and leisure** activities

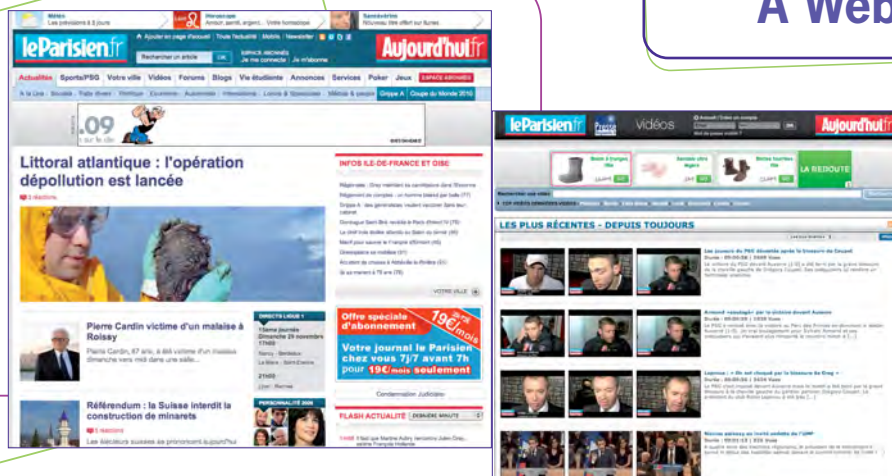


A Website acclaimed by Internet users

4 630 000 Unique Visitors ●

+53% in 1 year ●

- New events channel
- More videos
- A daily newsletter



1st sports Website "In-depth and real time sports news"

- **Headlines, top stories**
- **News in brief**
- **Live broadcasts**
- **Scores and figures**



Videos : new player, easy access



A site you have to visit

- **4 909 000 Unique Visitors**
- **111 pages viewed per person**
- **50 minutes spent on the Website in a month**



The advertising *French touch* on the Web

The most viewed news brand on the Internet Source: Médiamétrie NielsenNetratings January-July 2010 (average) - Unique Visitors

This news brand brings together 39 regional news sites including leparisien.fr

- Covers the entire national territory
- With local, regional, national and international news

11 108 000 Unique Visitors

Prestigious clients (national and international)



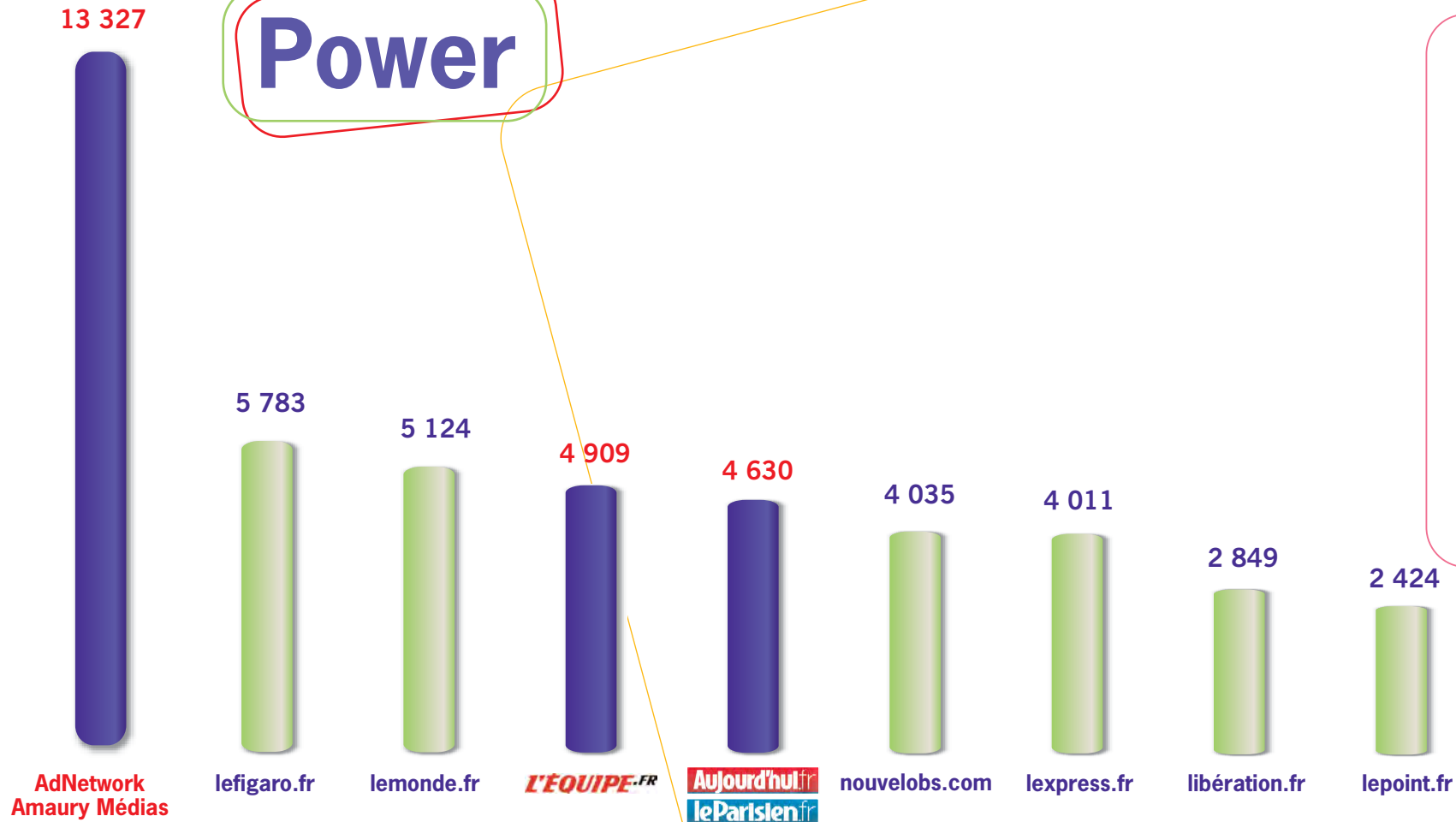
Presse Quotidienne Régionale et Départementale



Amaury Médias: Leader of all press brands with 13,3 million Internet users

Source: Médiamétrie NielsenNetratings January-July 2010 (average) - Unique Visitors - Figures in thousands

Power



11 108 000 Unique Visitors



Dedicated to your brands

Caroline SAILLY

International advertising director

tel: + 33 1 41 04 97 57

e-mail: csailly@amaurymedias.fr

738 rue Yves Kermen - 92658 Boulogne Billancourt Cedex