

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Quotidienne Régionale - Titres												
L'Alsace	237	100.0%	0.5%	132	100.0%	0.5%	105	100.0%	0.4%	67	100.0%	0.4%
Le Berry Républicain	120	100.0%	0.2%	56	100.0%	0.2%	63	100.0%	0.2%	25	100.0%	0.1%
Le Bien Public	172	100.0%	0.3%	91	100.0%	0.4%	82	100.0%	0.3%	32	100.0%	0.2%
Charente Libre	160	100.0%	0.3%	75	100.0%	0.3%	85	100.0%	0.3%	34	100.0%	0.2%
Corse Matin	162	100.0%	0.3%	82	100.0%	0.3%	80	100.0%	0.3%	42	100.0%	0.2%
Le Courrier de l'Ouest	339	100.0%	0.7%	176	100.0%	0.7%	163	100.0%	0.6%	65	100.0%	0.4%
Le Courrier Picard	321	100.0%	0.6%	173	100.0%	0.7%	148	100.0%	0.5%	73	100.0%	0.4%
Le Dauphiné (Couplage)	964	100.0%	1.9%	497	100.0%	2.0%	467	100.0%	1.7%	221	100.0%	1.3%
La Dépêche du Midi	715	100.0%	1.4%	372	100.0%	1.5%	343	100.0%	1.3%	170	100.0%	1.0%
Les DNA / Les Dernières Nouvelles d'Alsace	545	100.0%	1.0%	275	100.0%	1.1%	270	100.0%	1.0%	131	100.0%	0.8%
L'Est Eclair	93	100.0%	0.2%	49	100.0%	0.2%	44	100.0%	0.2%	21	100.0%	0.1%
L'Est Républicain (Couplage)	540	100.0%	1.0%	263	100.0%	1.1%	277	100.0%	1.0%	125	100.0%	0.7%
L'Indépendant	223	100.0%	0.4%	116	100.0%	0.5%	107	100.0%	0.4%	56	100.0%	0.3%
Le Journal de la Haute-Marne	89	100.0%	0.2%	46	100.0%	0.2%	43	100.0%	0.2%	19	100.0%	0.1%
Le Journal de Saône-et-Loire	230	100.0%	0.4%	112	100.0%	0.5%	118	100.0%	0.4%	47	100.0%	0.3%
Le Journal du Centre	100	100.0%	0.2%	43	100.0%	0.2%	57	100.0%	0.2%	18	100.0%	0.1%
Midi Libre	618	100.0%	1.2%	307	100.0%	1.2%	312	100.0%	1.1%	152	100.0%	0.9%
La Montagne	607	100.0%	1.2%	287	100.0%	1.2%	320	100.0%	1.2%	122	100.0%	0.7%
Nice Matin (Couplage)	353	100.0%	0.7%	181	100.0%	0.7%	171	100.0%	0.6%	110	100.0%	0.6%
La Nouvelle République	608	100.0%	1.2%	294	100.0%	1.2%	314	100.0%	1.2%	130	100.0%	0.7%
Ouest France	2417	100.0%	4.6%	1168	100.0%	4.7%	1250	100.0%	4.6%	606	100.0%	3.5%
Paris Normandie	231	100.0%	0.4%	115	100.0%	0.5%	115	100.0%	0.4%	50	100.0%	0.3%
Le Populaire du Centre	143	100.0%	0.3%	60	100.0%	0.2%	84	100.0%	0.3%	28	100.0%	0.2%
Le Progrès (Couplage)	761	100.0%	1.5%	412	100.0%	1.7%	349	100.0%	1.3%	211	100.0%	1.2%
La Provence	600	100.0%	1.2%	320	100.0%	1.3%	280	100.0%	1.0%	164	100.0%	0.9%
Le Républicain Lorrain	480	100.0%	0.9%	229	100.0%	0.9%	251	100.0%	0.9%	108	100.0%	0.6%
Sud Ouest	1114	100.0%	2.1%	583	100.0%	2.3%	531	100.0%	2.0%	265	100.0%	1.5%
Le Télégramme	608	100.0%	1.2%	283	100.0%	1.1%	324	100.0%	1.2%	156	100.0%	0.9%
L'Union / L'Ardennais (Couplage)	376	100.0%	0.7%	191	100.0%	0.8%	185	100.0%	0.7%	82	100.0%	0.5%
Var Matin	248	100.0%	0.5%	119	100.0%	0.5%	129	100.0%	0.5%	72	100.0%	0.4%
La Voix du Nord	1040	100.0%	2.0%	551	100.0%	2.2%	489	100.0%	1.8%	263	100.0%	1.5%
Vosges Matin	140	100.0%	0.3%	69	100.0%	0.3%	72	100.0%	0.3%	21	100.0%	0.1%
L'Yonne Républicaine	119	100.0%	0.2%	57	100.0%	0.2%	62	100.0%	0.2%	20	100.0%	0.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Quotidienne Régionale - Agrégats												
Groupe Bourgogne Rhône Alpes	2081	100.0%	4.0%	1088	100.0%	4.4%	993	100.0%	3.7%	499	100.0%	2.9%
Groupe Centre France	1378	100.0%	2.6%	653	100.0%	2.6%	725	100.0%	2.7%	272	100.0%	1.6%
Groupe Centre Ouest	649	100.0%	1.2%	317	100.0%	1.3%	332	100.0%	1.2%	137	100.0%	0.8%
Groupe Champagne Ardennes	479	100.0%	0.9%	241	100.0%	1.0%	238	100.0%	0.9%	105	100.0%	0.6%
Groupe Champagne / Est Eclair	105	100.0%	0.2%	52	100.0%	0.2%	53	100.0%	0.2%	22	100.0%	0.1%
Groupe Dépêche	774	100.0%	1.5%	401	100.0%	1.6%	373	100.0%	1.4%	182	100.0%	1.0%
EBRA	3977	100.0%	7.6%	2022	100.0%	8.1%	1955	100.0%	7.2%	921	100.0%	5.3%
Groupe Est Bourgogne Medias	399	100.0%	0.8%	201	100.0%	0.8%	198	100.0%	0.7%	79	100.0%	0.5%
Groupe Journaux de l'Ouest	2925	100.0%	5.6%	1431	100.0%	5.7%	1495	100.0%	5.5%	699	100.0%	4.0%
Groupe Journaux de la Loire	604	100.0%	1.2%	305	100.0%	1.2%	299	100.0%	1.1%	132	100.0%	0.8%
Groupe Journaux du Midi	855	100.0%	1.6%	433	100.0%	1.7%	421	100.0%	1.6%	206	100.0%	1.2%
Groupe Journaux du Sud Ouest	1402	100.0%	2.7%	718	100.0%	2.9%	684	100.0%	2.5%	324	100.0%	1.9%
Groupe Le Parisien / Aujourd'hui en France	2222	100.0%	4.3%	1257	100.0%	5.0%	964	100.0%	3.6%	730	100.0%	4.2%
Groupe Nice Matin	583	100.0%	1.1%	293	100.0%	1.2%	290	100.0%	1.1%	175	100.0%	1.0%
Groupe Normandie	294	100.0%	0.6%	146	100.0%	0.6%	149	100.0%	0.5%	63	100.0%	0.4%
PQR 66	17387	100.0%	33.4%	8786	100.0%	35.2%	8601	100.0%	31.7%	4255	100.0%	24.5%
PQR (tous titres)	17161	100.0%	33.0%	8660	100.0%	34.7%	8501	100.0%	31.4%	4193	100.0%	24.2%
Groupe La Provence	759	100.0%	1.5%	401	100.0%	1.6%	358	100.0%	1.3%	204	100.0%	1.2%
Pyrénées Presse	202	100.0%	0.4%	109	100.0%	0.4%	94	100.0%	0.3%	44	100.0%	0.3%
Groupe Rossel / Voix du Nord	1901	100.0%	3.7%	1001	100.0%	4.0%	900	100.0%	3.3%	457	100.0%	2.6%
Groupe Sud Ouest	2256	100.0%	4.3%	1152	100.0%	4.6%	1105	100.0%	4.1%	530	100.0%	3.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Quotidienne Régionale du 7ème jour - Titres												
Corse Matin Dimanche	183	100.0%	0.4%	98	100.0%	0.4%	84	100.0%	0.3%	50	100.0%	0.3%
Le Courrier Picard Dimanche	371	100.0%	0.7%	206	100.0%	0.8%	165	100.0%	0.6%	79	100.0%	0.5%
Le Dauphiné Dimanche (Couplage)	1183	100.0%	2.3%	559	100.0%	2.2%	624	100.0%	2.3%	287	100.0%	1.7%
La Dépêche du Dimanche	796	100.0%	1.5%	415	100.0%	1.7%	382	100.0%	1.4%	178	100.0%	1.0%
Dimanche Ouest France	1710	100.0%	3.3%	848	100.0%	3.4%	862	100.0%	3.2%	422	100.0%	2.4%
Les DNA du Lundi / Les Dernières Nouvelles du Lundi	497	100.0%	1.0%	259	100.0%	1.0%	238	100.0%	0.9%	139	100.0%	0.8%
L'indépendant Dimanche	247	100.0%	0.5%	135	100.0%	0.5%	113	100.0%	0.4%	66	100.0%	0.4%
Midi Libre Dimanche	774	100.0%	1.5%	409	100.0%	1.6%	365	100.0%	1.3%	198	100.0%	1.1%
La Montagne Dimanche	585	100.0%	1.1%	277	100.0%	1.1%	308	100.0%	1.1%	120	100.0%	0.7%
Nice Matin Dimanche (Couplage)	375	100.0%	0.7%	166	100.0%	0.7%	209	100.0%	0.8%	126	100.0%	0.7%
La Nouvelle République du Dimanche	373	100.0%	0.7%	196	100.0%	0.8%	177	100.0%	0.7%	87	100.0%	0.5%
Le Progrès Dimanche (Couplage)	1037	100.0%	2.0%	550	100.0%	2.2%	487	100.0%	1.8%	291	100.0%	1.7%
La Provence Dimanche	623	100.0%	1.2%	308	100.0%	1.2%	315	100.0%	1.2%	167	100.0%	1.0%
Le Républicain Lorrain Lundi Matin	546	100.0%	1.0%	269	100.0%	1.1%	277	100.0%	1.0%	146	100.0%	0.8%
Sud Ouest Dimanche	1133	100.0%	2.2%	557	100.0%	2.2%	576	100.0%	2.1%	289	100.0%	1.7%
Le Télégramme du Dimanche	509	100.0%	1.0%	237	100.0%	1.0%	271	100.0%	1.0%	120	100.0%	0.7%
L'Union / l'Ardennais Dimanche (Couplage)	331	100.0%	0.6%	180	100.0%	0.7%	150	100.0%	0.6%	72	100.0%	0.4%
Var Matin Dimanche	292	100.0%	0.6%	138	100.0%	0.6%	154	100.0%	0.6%	105	100.0%	0.6%
La Voix du Nord. édition du lundi	1177	100.0%	2.3%	632	100.0%	2.5%	545	100.0%	2.0%	311	100.0%	1.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Quotidienne Nationale du 7ème jour												
PQN Editions du 7ème jour y.c. JDD	4721	100.0%	9.1%	3235	100.0%	13.0%	1486	100.0%	5.5%	1604	100.0%	9.2%
L'Equipe du Dimanche	2948	100.0%	5.7%	2405	100.0%	9.6%	543	100.0%	2.0%	1108	100.0%	6.4%
Le Journal du Dimanche	1033	100.0%	2.0%	538	100.0%	2.2%	494	100.0%	1.8%	337	100.0%	1.9%
Le Parisien Dimanche / Aujourd'hui en France Dimanche (Couplage)	1627	100.0%	3.1%	968	100.0%	3.9%	658	100.0%	2.4%	451	100.0%	2.6%
Le Parisien IDFO Dimanche (Couplage)	943	100.0%	1.8%	546	100.0%	2.2%	397	100.0%	1.5%	308	100.0%	1.8%
Presse Hebdomadaire Régionale - Agrégats												
Groupe Centre France hebdos	435	100.0%	0.8%	210	100.0%	0.8%	225	100.0%	0.8%	111	100.0%	0.6%
Complément'R	4687	100.0%	9.0%	2261	100.0%	9.1%	2425	100.0%	8.9%	1069	100.0%	6.2%
Groupe HCR	163	100.0%	0.3%	82	100.0%	0.3%	81	100.0%	0.3%	37	100.0%	0.2%
Midi Olympique	517	100.0%	1.0%	422	100.0%	1.7%	95	100.0%	0.3%	191	100.0%	1.1%
PHR National	6469	100.0%	12.4%	3115	100.0%	12.5%	3354	100.0%	12.4%	1541	100.0%	8.9%
PHR National +	6837	100.0%	13.1%	3430	100.0%	13.7%	3406	100.0%	12.6%	1688	100.0%	9.7%
PHR Nord-Pas-de-Calais	677	100.0%	1.3%	341	100.0%	1.4%	336	100.0%	1.2%	178	100.0%	1.0%
PHR (total PHR)	7275	100.0%	14.0%	3642	100.0%	14.6%	3633	100.0%	13.4%	1832	100.0%	10.6%
PHR Trafic	5106	100.0%	9.8%	2451	100.0%	9.8%	2656	100.0%	9.8%	1219	100.0%	7.0%
Groupe Sipa Ouest-France hebdos	2135	100.0%	4.1%	1041	100.0%	4.2%	1094	100.0%	4.0%	476	100.0%	2.7%
Sogémédia	622	100.0%	1.2%	328	100.0%	1.3%	295	100.0%	1.1%	142	100.0%	0.8%
Groupe Voix du Nord hebdos	567	100.0%	1.1%	269	100.0%	1.1%	298	100.0%	1.1%	148	100.0%	0.9%
Presse Gratuite d'Information												
20 Minutes	3765	100.0%	7.2%	1889	100.0%	7.6%	1877	100.0%	6.9%	1566	100.0%	9.0%
Direct matin	1388	100.0%	2.7%	708	100.0%	2.8%	680	100.0%	2.5%	609	100.0%	3.5%
Direct Matin National (Agrégat)	2385	100.0%	4.6%	1197	100.0%	4.8%	1187	100.0%	4.4%	992	100.0%	5.7%
Total PGI (Agrégat)	4702	100.0%	9.0%	2360	100.0%	9.5%	2341	100.0%	8.6%	1975	100.0%	11.4%
Presse Magazine - Hebdomadaires												
A Nous Réseau (Agrégat)	499	100.0%	1.0%	205	100.0%	0.8%	293	100.0%	1.1%	241	100.0%	1.4%
Auto Plus	1965	100.0%	3.8%	1553	100.0%	6.2%	412	100.0%	1.5%	685	100.0%	4.0%
Challenges	632	100.0%	1.2%	410	100.0%	1.6%	222	100.0%	0.8%	228	100.0%	1.3%
Closer	2412	100.0%	4.6%	633	100.0%	2.5%	1778	100.0%	6.6%	797	100.0%	4.6%
Courrier International	1063	100.0%	2.0%	567	100.0%	2.3%	496	100.0%	1.8%	560	100.0%	3.2%
Elle	1897	100.0%	3.6%	336	100.0%	1.3%	1561	100.0%	5.8%	778	100.0%	4.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
L'Equipe Magazine	2282	100.0%	4.4%	1903	100.0%	7.6%	379	100.0%	1.4%	818	100.0%	4.7%
L'Express	1953	100.0%	3.7%	1099	100.0%	4.4%	853	100.0%	3.1%	735	100.0%	4.2%
Femme Actuelle	3695	100.0%	7.1%	816	100.0%	3.3%	2879	100.0%	10.6%	914	100.0%	5.3%
Le Figaro Magazine	1642	100.0%	3.2%	792	100.0%	3.2%	851	100.0%	3.1%	530	100.0%	3.1%
France Dimanche	990	100.0%	1.9%	297	100.0%	1.2%	693	100.0%	2.6%	133	100.0%	0.8%
France Football	1263	100.0%	2.4%	1098	100.0%	4.4%	165	100.0%	0.6%	380	100.0%	2.2%
Gala	1812	100.0%	3.5%	420	100.0%	1.7%	1392	100.0%	5.1%	588	100.0%	3.4%
Grazia	558	100.0%	1.1%	95	100.0%	0.4%	463	100.0%	1.7%	242	100.0%	1.4%
Ici Paris	1151	100.0%	2.2%	358	100.0%	1.4%	793	100.0%	2.9%	190	100.0%	1.1%
Les Inrockuptibles	550	100.0%	1.1%	316	100.0%	1.3%	234	100.0%	0.9%	325	100.0%	1.9%
M. le Magazine du Monde	1918	100.0%	3.7%	953	100.0%	3.8%	964	100.0%	3.6%	893	100.0%	5.1%
Madame Figaro	1226	100.0%	2.4%	407	100.0%	1.6%	819	100.0%	3.0%	370	100.0%	2.1%
Marianne	1077	100.0%	2.1%	671	100.0%	2.7%	407	100.0%	1.5%	352	100.0%	2.0%
Maxi	1756	100.0%	3.4%	318	100.0%	1.3%	1438	100.0%	5.3%	332	100.0%	1.9%
Nous Deux	989	100.0%	1.9%	198	100.0%	0.8%	791	100.0%	2.9%	106	100.0%	0.6%
L'Obs	2041	100.0%	3.9%	1054	100.0%	4.2%	987	100.0%	3.6%	779	100.0%	4.5%
Paris Match	3462	100.0%	6.6%	1290	100.0%	5.2%	2172	100.0%	8.0%	1018	100.0%	5.9%
Le Parisien Magazine/Aujourd'hui en France Magazine (Couplage)	1302	100.0%	2.5%	736	100.0%	3.0%	565	100.0%	2.1%	389	100.0%	2.2%
Pèlerin	648	100.0%	1.2%	286	100.0%	1.1%	362	100.0%	1.3%	78	100.0%	0.4%
Le Point	1926	100.0%	3.7%	1050	100.0%	4.2%	876	100.0%	3.2%	708	100.0%	4.1%
Public	1806	100.0%	3.5%	421	100.0%	1.7%	1385	100.0%	5.1%	666	100.0%	3.8%
Rustica	1106	100.0%	2.1%	448	100.0%	1.8%	658	100.0%	2.4%	251	100.0%	1.4%
Stylist	488	100.0%	0.9%	81	100.0%	0.3%	408	100.0%	1.5%	214	100.0%	1.2%
Télé 7 Jours	5263	100.0%	10.1%	2339	100.0%	9.4%	2924	100.0%	10.8%	1390	100.0%	8.0%
Télé Loisirs	4025	100.0%	7.7%	1880	100.0%	7.5%	2145	100.0%	7.9%	1112	100.0%	6.4%
Télé Magazine	718	100.0%	1.4%	338	100.0%	1.4%	380	100.0%	1.4%	164	100.0%	0.9%
Télé Poche	1758	100.0%	3.4%	830	100.0%	3.3%	928	100.0%	3.4%	338	100.0%	1.9%
Télé Star	3051	100.0%	5.9%	1283	100.0%	5.1%	1769	100.0%	6.5%	748	100.0%	4.3%
Télé Z	4361	100.0%	8.4%	1990	100.0%	8.0%	2370	100.0%	8.7%	957	100.0%	5.5%
Télé câble Sat Hebdo	1615	100.0%	3.1%	902	100.0%	3.6%	713	100.0%	2.6%	380	100.0%	2.2%
Télérama	2434	100.0%	4.7%	1146	100.0%	4.6%	1288	100.0%	4.7%	1063	100.0%	6.1%
TV Magazine (Agrégat)	13156	100.0%	25.3%	6105	100.0%	24.5%	7051	100.0%	26.0%	2833	100.0%	16.3%
Version Femina (Agrégat)	7018	100.0%	13.5%	2345	100.0%	9.4%	4672	100.0%	17.2%	1457	100.0%	8.4%
La Vie	499	100.0%	1.0%	202	100.0%	0.8%	296	100.0%	1.1%	112	100.0%	0.6%

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Voici	2572	100.0%	4.9%	714	100.0%	2.9%	1858	100.0%	6.9%	730	100.0%	4.2%
VSD	711	100.0%	1.4%	330	100.0%	1.3%	381	100.0%	1.4%	229	100.0%	1.3%
Presse Magazine - BiMensuels												
01net	1617	100.0%	3.1%	1258	100.0%	5.0%	358	100.0%	1.3%	744	100.0%	4.3%
L'Argus	1124	100.0%	2.2%	851	100.0%	3.4%	273	100.0%	1.0%	447	100.0%	2.6%
L'Auto-Journal	1230	100.0%	2.4%	1033	100.0%	4.1%	197	100.0%	0.7%	449	100.0%	2.6%
Gourmand	664	100.0%	1.3%	217	100.0%	0.9%	447	100.0%	1.6%	242	100.0%	1.4%
Télé 2 Semaines	3205	100.0%	6.2%	1309	100.0%	5.2%	1896	100.0%	7.0%	807	100.0%	4.7%
TV Grandes Chaînes	2088	100.0%	4.0%	882	100.0%	3.5%	1207	100.0%	4.5%	549	100.0%	3.2%
Presse Magazine - Mensuels												
Alternatives Economiques	831	100.0%	1.6%	470	100.0%	1.9%	361	100.0%	1.3%	439	100.0%	2.5%
L'Ami des Jardins & de la Maison	1203	100.0%	2.3%	408	100.0%	1.6%	795	100.0%	2.9%	299	100.0%	1.7%
Auto Moto	2331	100.0%	4.5%	1889	100.0%	7.6%	442	100.0%	1.6%	807	100.0%	4.7%
L'Automobile Magazine	1822	100.0%	3.5%	1525	100.0%	6.1%	297	100.0%	1.1%	657	100.0%	3.8%
Avantages	1597	100.0%	3.1%	212	100.0%	0.9%	1385	100.0%	5.1%	602	100.0%	3.5%
Biba	790	100.0%	1.5%	106	100.0%	0.4%	684	100.0%	2.5%	383	100.0%	2.2%
Bien-Être & Santé	1187	100.0%	2.3%	315	100.0%	1.3%	872	100.0%	3.2%	277	100.0%	1.6%
Ça M'Intéresse	2920	100.0%	5.6%	1344	100.0%	5.4%	1576	100.0%	5.8%	1176	100.0%	6.8%
Capital	1516	100.0%	2.9%	896	100.0%	3.6%	620	100.0%	2.3%	654	100.0%	3.8%
Le Chasseur Français	1431	100.0%	2.7%	868	100.0%	3.5%	563	100.0%	2.1%	271	100.0%	1.6%
Cosmopolitan	1398	100.0%	2.7%	195	100.0%	0.8%	1204	100.0%	4.4%	678	100.0%	3.9%
Cuisine Actuelle	4006	100.0%	7.7%	889	100.0%	3.6%	3117	100.0%	11.5%	1245	100.0%	7.2%
Dossier Familial	1527	100.0%	2.9%	585	100.0%	2.3%	942	100.0%	3.5%	351	100.0%	2.0%
L'Expansion	385	100.0%	0.7%	237	100.0%	0.9%	149	100.0%	0.5%	160	100.0%	0.9%
Femme Actuelle Jeux	1840	100.0%	3.5%	468	100.0%	1.9%	1372	100.0%	5.1%	395	100.0%	2.3%
Géo	3681	100.0%	7.1%	1791	100.0%	7.2%	1890	100.0%	7.0%	1445	100.0%	8.3%
Glamour	1041	100.0%	2.0%	144	100.0%	0.6%	897	100.0%	3.3%	467	100.0%	2.7%
GQ	525	100.0%	1.0%	373	100.0%	1.5%	151	100.0%	0.6%	317	100.0%	1.8%
Jeux Vidéo Magazine	1332	100.0%	2.6%	1106	100.0%	4.4%	226	100.0%	0.8%	445	100.0%	2.6%
Management	514	100.0%	1.0%	312	100.0%	1.2%	203	100.0%	0.7%	297	100.0%	1.7%
Marie Claire	2157	100.0%	4.1%	330	100.0%	1.3%	1827	100.0%	6.7%	847	100.0%	4.9%
Marie France	941	100.0%	1.8%	159	100.0%	0.6%	782	100.0%	2.9%	285	100.0%	1.6%
Mieux Vivre Votre Argent	791	100.0%	1.5%	513	100.0%	2.1%	279	100.0%	1.0%	285	100.0%	1.6%
Modes & Travaux	2421	100.0%	4.6%	403	100.0%	1.6%	2018	100.0%	7.4%	724	100.0%	4.2%
Mon Jardin & ma Maison	1435	100.0%	2.8%	443	100.0%	1.8%	993	100.0%	3.7%	420	100.0%	2.4%

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
National Geographic	2136	100.0%	4.1%	1288	100.0%	5.2%	848	100.0%	3.1%	871	100.0%	5.0%
Notre Temps	3145	100.0%	6.0%	887	100.0%	3.6%	2259	100.0%	8.3%	378	100.0%	2.2%
Le Particulier	1734	100.0%	3.3%	905	100.0%	3.6%	829	100.0%	3.1%	439	100.0%	2.5%
Pleine Vie	2323	100.0%	4.5%	540	100.0%	2.2%	1783	100.0%	6.6%	329	100.0%	1.9%
Pomme d'Api	1848	100.0%	3.5%	513	100.0%	2.1%	1335	100.0%	4.9%	796	100.0%	4.6%
Popi	1769	100.0%	3.4%	494	100.0%	2.0%	1275	100.0%	4.7%	718	100.0%	4.1%
Première	783	100.0%	1.5%	432	100.0%	1.7%	351	100.0%	1.3%	374	100.0%	2.2%
Prima	1652	100.0%	3.2%	214	100.0%	0.9%	1439	100.0%	5.3%	553	100.0%	3.2%
Psychologies Magazine	2178	100.0%	4.2%	620	100.0%	2.5%	1559	100.0%	5.7%	991	100.0%	5.7%
Questions de Femmes	489	100.0%	0.9%	68	100.0%	0.3%	421	100.0%	1.6%	141	100.0%	0.8%
Réponse à Tout !	784	100.0%	1.5%	369	100.0%	1.5%	415	100.0%	1.5%	251	100.0%	1.4%
Le Revenu Placements	416	100.0%	0.8%	288	100.0%	1.2%	127	100.0%	0.5%	142	100.0%	0.8%
Rock and Folk	525	100.0%	1.0%	372	100.0%	1.5%	153	100.0%	0.6%	247	100.0%	1.4%
Santé Magazine	2989	100.0%	5.7%	756	100.0%	3.0%	2233	100.0%	8.2%	823	100.0%	4.7%
Science & Vie	4084	100.0%	7.8%	2429	100.0%	9.7%	1655	100.0%	6.1%	1848	100.0%	10.7%
Sciences et Avenir	2769	100.0%	5.3%	1670	100.0%	6.7%	1098	100.0%	4.1%	1198	100.0%	6.9%
So Foot	629	100.0%	1.2%	513	100.0%	2.1%	116	100.0%	0.4%	319	100.0%	1.8%
Sport Auto	712	100.0%	1.4%	648	100.0%	2.6%	65	100.0%	0.2%	230	100.0%	1.3%
Studio Magazine - Ciné Live	602	100.0%	1.2%	371	100.0%	1.5%	231	100.0%	0.9%	283	100.0%	1.6%
Système D	1155	100.0%	2.2%	678	100.0%	2.7%	477	100.0%	1.8%	358	100.0%	2.1%
Télé 7 Jeux	2234	100.0%	4.3%	874	100.0%	3.5%	1360	100.0%	5.0%	558	100.0%	3.2%
Top Santé	2710	100.0%	5.2%	681	100.0%	2.7%	2029	100.0%	7.5%	771	100.0%	4.4%
Vanity Fair	520	100.0%	1.0%	149	100.0%	0.6%	371	100.0%	1.4%	272	100.0%	1.6%
Vogue	1346	100.0%	2.6%	284	100.0%	1.1%	1062	100.0%	3.9%	544	100.0%	3.1%

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Magazine - BiMestriels												
AD Architectural Digest	540	100.0%	1.0%	247	100.0%	1.0%	293	100.0%	1.1%	318	100.0%	1.8%
Art & Décoration	2759	100.0%	5.3%	899	100.0%	3.6%	1860	100.0%	6.9%	1059	100.0%	6.1%
Campagne Décoration	699	100.0%	1.3%	161	100.0%	0.6%	538	100.0%	2.0%	252	100.0%	1.5%
Cuisine et Vins de France	1240	100.0%	2.4%	531	100.0%	2.1%	709	100.0%	2.6%	472	100.0%	2.7%
Détente Jardin	1461	100.0%	2.8%	559	100.0%	2.2%	902	100.0%	3.3%	361	100.0%	2.1%
Détours en France	710	100.0%	1.4%	288	100.0%	1.2%	422	100.0%	1.6%	214	100.0%	1.2%
Elle à Table	1159	100.0%	2.2%	213	100.0%	0.9%	946	100.0%	3.5%	497	100.0%	2.9%
Elle Décoration	2056	100.0%	3.9%	416	100.0%	1.7%	1640	100.0%	6.0%	874	100.0%	5.0%
Famili Magicmaman	717	100.0%	1.4%	92	100.0%	0.4%	626	100.0%	2.3%	264	100.0%	1.5%
Famille et Education	1123	100.0%	2.2%	332	100.0%	1.3%	790	100.0%	2.9%	590	100.0%	3.4%
Le Journal de la Maison	1177	100.0%	2.3%	282	100.0%	1.1%	894	100.0%	3.3%	485	100.0%	2.8%
Maison Créative	1132	100.0%	2.2%	266	100.0%	1.1%	866	100.0%	3.2%	422	100.0%	2.4%
Maison et Travaux	2740	100.0%	5.3%	997	100.0%	4.0%	1743	100.0%	6.4%	1021	100.0%	5.9%
Maisons Côté Ouest	775	100.0%	1.5%	231	100.0%	0.9%	544	100.0%	2.0%	397	100.0%	2.3%
Maisons Côté Sud	936	100.0%	1.8%	275	100.0%	1.1%	661	100.0%	2.4%	475	100.0%	2.7%
Marie Claire Idées	1493	100.0%	2.9%	208	100.0%	0.8%	1285	100.0%	4.7%	633	100.0%	3.6%
Marie Claire Maison	1787	100.0%	3.4%	303	100.0%	1.2%	1484	100.0%	5.5%	719	100.0%	4.1%
Marmiton	4564	100.0%	8.8%	1469	100.0%	5.9%	3094	100.0%	11.4%	1731	100.0%	10.0%
Maxi Cuisine	1717	100.0%	3.3%	291	100.0%	1.2%	1426	100.0%	5.3%	470	100.0%	2.7%
Parents	1785	100.0%	3.4%	393	100.0%	1.6%	1392	100.0%	5.1%	619	100.0%	3.6%
Régál	742	100.0%	1.4%	192	100.0%	0.8%	549	100.0%	2.0%	274	100.0%	1.6%
Presse Magazine - TriMestriels												
Du Côté de Chez Vous. le magazine des magasins Leroy Merlin	3059	100.0%	5.9%	1358	100.0%	5.4%	1701	100.0%	6.3%	1113	100.0%	6.4%
Vies de Famille	4925	100.0%	9.5%	1290	100.0%	5.2%	3635	100.0%	13.4%	1504	100.0%	8.7%