

# Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Presse Quotidienne - Titres</b>												
<b>20 Minutes</b>	3901	100.0%	7.5%	2019	100.0%	8.1%	1881	100.0%	6.9%	1530	100.0%	8.8%
<b>L'Alsace</b>	210	100.0%	0.4%	129	100.0%	0.5%	81	100.0%	0.3%	58	100.0%	0.3%
<b>Le Berry Républicain</b>	119	100.0%	0.2%	55	100.0%	0.2%	64	100.0%	0.2%	23	100.0%	0.1%
<b>Le Bien Public</b>	168	100.0%	0.3%	78	100.0%	0.3%	90	100.0%	0.3%	38	100.0%	0.2%
<b>Charente Libre</b>	171	100.0%	0.3%	77	100.0%	0.3%	94	100.0%	0.3%	28	100.0%	0.2%
<b>Corse Matin</b>	155	100.0%	0.3%	77	100.0%	0.3%	78	100.0%	0.3%	47	100.0%	0.3%
<b>Le Courrier de l'Ouest</b>	335	100.0%	0.6%	162	100.0%	0.6%	173	100.0%	0.6%	50	100.0%	0.3%
<b>Le Courrier Picard</b>	310	100.0%	0.6%	160	100.0%	0.6%	149	100.0%	0.6%	81	100.0%	0.5%
<b>La Croix</b>	480	100.0%	0.9%	216	100.0%	0.9%	264	100.0%	1.0%	112	100.0%	0.6%
<b>Le Dauphiné (Couplage)</b>	912	100.0%	1.8%	465	100.0%	1.9%	448	100.0%	1.7%	243	100.0%	1.4%
<b>La Dépêche du Midi</b>	742	100.0%	1.4%	387	100.0%	1.6%	355	100.0%	1.3%	193	100.0%	1.1%
<b>Direct matin</b>	1346	100.0%	2.6%	694	100.0%	2.8%	653	100.0%	2.4%	564	100.0%	3.2%
<b>Les DNA / Les Dernières Nouvelles d'Alsace</b>	552	100.0%	1.1%	269	100.0%	1.1%	283	100.0%	1.0%	130	100.0%	0.7%
<b>Les Echos. le quotidien de l'économie</b>	633	100.0%	1.2%	422	100.0%	1.7%	211	100.0%	0.8%	373	100.0%	2.1%
<b>L'Equipe</b>	2375	100.0%	4.6%	1986	100.0%	8.0%	389	100.0%	1.4%	1010	100.0%	5.8%
<b>L'Est Eclair</b>	91	100.0%	0.2%	48	100.0%	0.2%	43	100.0%	0.2%	17	100.0%	0.1%
<b>L'Est Républicain (Couplage)</b>	554	100.0%	1.1%	272	100.0%	1.1%	282	100.0%	1.0%	113	100.0%	0.6%
<b>Le Figaro</b>	1663	100.0%	3.2%	958	100.0%	3.8%	706	100.0%	2.6%	678	100.0%	3.9%
<b>L'Humanité</b>	372	100.0%	0.7%	232	100.0%	0.9%	140	100.0%	0.5%	114	100.0%	0.7%
<b>L'Indépendant</b>	219	100.0%	0.4%	107	100.0%	0.4%	112	100.0%	0.4%	54	100.0%	0.3%
<b>Le Journal de la Haute-Marne</b>	84	100.0%	0.2%	44	100.0%	0.2%	40	100.0%	0.1%	17	100.0%	0.1%
<b>Le Journal de Saône-et-Loire</b>	222	100.0%	0.4%	95	100.0%	0.4%	127	100.0%	0.5%	46	100.0%	0.3%
<b>Le Journal du Centre</b>	101	100.0%	0.2%	42	100.0%	0.2%	59	100.0%	0.2%	16	100.0%	0.1%
<b>Libération</b>	961	100.0%	1.8%	586	100.0%	2.3%	376	100.0%	1.4%	481	100.0%	2.8%
<b>Midi Libre</b>	586	100.0%	1.1%	287	100.0%	1.2%	299	100.0%	1.1%	151	100.0%	0.9%
<b>Le Monde</b>	2416	100.0%	4.6%	1319	100.0%	5.3%	1097	100.0%	4.0%	1170	100.0%	6.7%
<b>La Montagne</b>	599	100.0%	1.1%	289	100.0%	1.2%	310	100.0%	1.1%	126	100.0%	0.7%
<b>Nice Matin (Couplage)</b>	399	100.0%	0.8%	188	100.0%	0.8%	211	100.0%	0.8%	117	100.0%	0.7%
<b>La Nouvelle République</b>	568	100.0%	1.1%	257	100.0%	1.0%	311	100.0%	1.1%	126	100.0%	0.7%
<b>Ouest France</b>	2387	100.0%	4.6%	1183	100.0%	4.7%	1204	100.0%	4.4%	616	100.0%	3.5%
<b>Le Parisien / Aujourd'hui en France (Couplage)</b>	2247	100.0%	4.3%	1272	100.0%	5.1%	975	100.0%	3.6%	774	100.0%	4.4%
<b>Le Parisien IDFO (Couplage)</b>	1540	100.0%	3.0%	840	100.0%	3.4%	700	100.0%	2.6%	591	100.0%	3.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Le Populaire du Centre</b>	134	100.0%	0.3%	63	100.0%	0.3%	71	100.0%	0.3%	29	100.0%	0.2%
<b>Le Progrès (Couplage)</b>	797	100.0%	1.5%	438	100.0%	1.8%	359	100.0%	1.3%	191	100.0%	1.1%
<b>La Provence</b>	608	100.0%	1.2%	329	100.0%	1.3%	279	100.0%	1.0%	183	100.0%	1.1%
<b>Le Républicain Lorrain</b>	460	100.0%	0.9%	231	100.0%	0.9%	229	100.0%	0.8%	121	100.0%	0.7%
<b>La République du Centre</b>	175	100.0%	0.3%	82	100.0%	0.3%	93	100.0%	0.3%	38	100.0%	0.2%
<b>Sud Ouest</b>	979	100.0%	1.9%	498	100.0%	2.0%	481	100.0%	1.8%	232	100.0%	1.3%
<b>Le Télégramme</b>	579	100.0%	1.1%	287	100.0%	1.2%	292	100.0%	1.1%	143	100.0%	0.8%
<b>L'Union / L'Ardennais (Couplage)</b>	366	100.0%	0.7%	188	100.0%	0.8%	178	100.0%	0.7%	78	100.0%	0.4%
<b>Var Matin. l'édition de Nice Matin diffusée dans le Var</b>	242	100.0%	0.5%	107	100.0%	0.4%	135	100.0%	0.5%	79	100.0%	0.5%
<b>La Voix du Nord</b>	1032	100.0%	2.0%	543	100.0%	2.2%	488	100.0%	1.8%	255	100.0%	1.5%
<b>Vosges Matin</b>	145	100.0%	0.3%	78	100.0%	0.3%	66	100.0%	0.2%	30	100.0%	0.2%
<b>L'Yonne Républicaine</b>	106	100.0%	0.2%	50	100.0%	0.2%	56	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
<b>Presse Quotidienne - Agrégats</b>												
Groupe Bourgogne Rhône Alpes	2067	100.0%	4.0%	1058	100.0%	4.2%	1009	100.0%	3.7%	505	100.0%	2.9%
Groupe Centre France	1337	100.0%	2.6%	633	100.0%	2.5%	704	100.0%	2.6%	275	100.0%	1.6%
Groupe Centre Ouest	608	100.0%	1.2%	278	100.0%	1.1%	330	100.0%	1.2%	133	100.0%	0.8%
Groupe Champagne Ardennes	469	100.0%	0.9%	240	100.0%	1.0%	229	100.0%	0.8%	97	100.0%	0.6%
Groupe Champagne / Est Eclair	103	100.0%	0.2%	52	100.0%	0.2%	51	100.0%	0.2%	19	100.0%	0.1%
Groupe Dépêche	801	100.0%	1.5%	416	100.0%	1.7%	385	100.0%	1.4%	205	100.0%	1.2%
Direct Matin National	2335	100.0%	4.5%	1193	100.0%	4.8%	1142	100.0%	4.2%	934	100.0%	5.4%
EBRA	3941	100.0%	7.6%	1996	100.0%	8.0%	1946	100.0%	7.2%	931	100.0%	5.4%
Groupe Est Bourgogne Medias	388	100.0%	0.7%	172	100.0%	0.7%	216	100.0%	0.8%	84	100.0%	0.5%
Groupe Journaux de l'Ouest	2913	100.0%	5.6%	1439	100.0%	5.8%	1473	100.0%	5.4%	711	100.0%	4.1%
Groupe Journaux de la Loire	624	100.0%	1.2%	298	100.0%	1.2%	326	100.0%	1.2%	133	100.0%	0.8%
Groupe Journaux du Midi	815	100.0%	1.6%	413	100.0%	1.7%	403	100.0%	1.5%	200	100.0%	1.2%
Groupe Journaux du Sud Ouest	1304	100.0%	2.5%	655	100.0%	2.6%	649	100.0%	2.4%	291	100.0%	1.7%
Groupe Nice Matin	610	100.0%	1.2%	282	100.0%	1.1%	328	100.0%	1.2%	187	100.0%	1.1%
Groupe Normandie	295	100.0%	0.6%	143	100.0%	0.6%	152	100.0%	0.6%	75	100.0%	0.4%
PQR 66	15337	100.0%	29.5%	7647	100.0%	30.7%	7690	100.0%	28.3%	3652	100.0%	21.0%
Groupe La Provence	760	100.0%	1.5%	405	100.0%	1.6%	355	100.0%	1.3%	228	100.0%	1.3%
Pyrénées Presse	201	100.0%	0.4%	108	100.0%	0.4%	92	100.0%	0.3%	47	100.0%	0.3%
Groupe Rossel / Voix du Nord	1861	100.0%	3.6%	968	100.0%	3.9%	893	100.0%	3.3%	436	100.0%	2.5%
Groupe Sud Ouest	2116	100.0%	4.1%	1067	100.0%	4.3%	1049	100.0%	3.9%	489	100.0%	2.8%
<b>Total PGI</b>	<b>4772</b>	<b>100.0%</b>	<b>9.2%</b>	<b>2448</b>	<b>100.0%</b>	<b>9.8%</b>	<b>2324</b>	<b>100.0%</b>	<b>8.6%</b>	<b>1904</b>	<b>100.0%</b>	<b>10.9%</b>
<b>Total PQN</b>	<b>8033</b>	<b>100.0%</b>	<b>15.4%</b>	<b>4873</b>	<b>100.0%</b>	<b>19.5%</b>	<b>3160</b>	<b>100.0%</b>	<b>11.6%</b>	<b>3168</b>	<b>100.0%</b>	<b>18.2%</b>
<b>Presse Hebdomadaire - Titres</b>												
Auto Plus	1952	100.0%	3.7%	1571	100.0%	6.3%	381	100.0%	1.4%	687	100.0%	3.9%
Challenges	679	100.0%	1.3%	436	100.0%	1.7%	243	100.0%	0.9%	274	100.0%	1.6%
Closer	2207	100.0%	4.2%	544	100.0%	2.2%	1662	100.0%	6.1%	722	100.0%	4.2%
Corse Matin Dimanche	182	100.0%	0.4%	91	100.0%	0.4%	92	100.0%	0.3%	57	100.0%	0.3%
Courrier International	1115	100.0%	2.1%	604	100.0%	2.4%	511	100.0%	1.9%	611	100.0%	3.5%
Le Courrier Picard Dimanche	360	100.0%	0.7%	193	100.0%	0.8%	167	100.0%	0.6%	94	100.0%	0.5%
Le Dauphiné Dimanche (Couplage)	1127	100.0%	2.2%	505	100.0%	2.0%	621	100.0%	2.3%	309	100.0%	1.8%
La Dépêche du Dimanche	758	100.0%	1.5%	386	100.0%	1.5%	373	100.0%	1.4%	179	100.0%	1.0%
Dimanche Ouest France	1657	100.0%	3.2%	833	100.0%	3.3%	825	100.0%	3.0%	436	100.0%	2.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Les DNA du Lundi / Les Dernières Nouvelles du Lundi</b>	483	100.0%	0.9%	251	100.0%	1.0%	232	100.0%	0.9%	129	100.0%	0.7%
<b>Elle</b>	1931	100.0%	3.7%	345	100.0%	1.4%	1587	100.0%	5.8%	776	100.0%	4.5%
<b>L'Equipe Dimanche</b>	2952	100.0%	5.7%	2434	100.0%	9.8%	518	100.0%	1.9%	1170	100.0%	6.7%
<b>L'Equipe Magazine</b>	2430	100.0%	4.7%	2001	100.0%	8.0%	429	100.0%	1.6%	917	100.0%	5.3%
<b>L'Express</b>	1740	100.0%	3.3%	986	100.0%	4.0%	754	100.0%	2.8%	645	100.0%	3.7%
<b>Femme Actuelle</b>	3505	100.0%	6.7%	725	100.0%	2.9%	2780	100.0%	10.2%	876	100.0%	5.0%
<b>Le Figaro Magazine</b>	1722	100.0%	3.3%	761	100.0%	3.1%	961	100.0%	3.5%	503	100.0%	2.9%
<b>France Dimanche</b>	955	100.0%	1.8%	310	100.0%	1.2%	644	100.0%	2.4%	146	100.0%	0.8%
<b>France Football</b>	1234	100.0%	2.4%	1056	100.0%	4.2%	178	100.0%	0.7%	378	100.0%	2.2%
<b>Gala</b>	1740	100.0%	3.3%	383	100.0%	1.5%	1357	100.0%	5.0%	560	100.0%	3.2%
<b>Grazia</b>	576	100.0%	1.1%	80	100.0%	0.3%	496	100.0%	1.8%	269	100.0%	1.5%
<b>Ici Paris</b>	1161	100.0%	2.2%	393	100.0%	1.6%	769	100.0%	2.8%	205	100.0%	1.2%
<b>L'indépendant Dimanche</b>	255	100.0%	0.5%	135	100.0%	0.5%	120	100.0%	0.4%	64	100.0%	0.4%
<b>Les Inrockuptibles</b>	567	100.0%	1.1%	330	100.0%	1.3%	237	100.0%	0.9%	336	100.0%	1.9%
<b>Le Journal du Dimanche</b>	1077	100.0%	2.1%	527	100.0%	2.1%	549	100.0%	2.0%	320	100.0%	1.8%
<b>M. le Magazine du Monde</b>	1890	100.0%	3.6%	972	100.0%	3.9%	918	100.0%	3.4%	890	100.0%	5.1%
<b>Madame Figaro</b>	1250	100.0%	2.4%	376	100.0%	1.5%	874	100.0%	3.2%	327	100.0%	1.9%
<b>Marianne</b>	1130	100.0%	2.2%	695	100.0%	2.8%	435	100.0%	1.6%	370	100.0%	2.1%
<b>Maxi</b>	1594	100.0%	3.1%	266	100.0%	1.1%	1328	100.0%	4.9%	307	100.0%	1.8%
<b>Midi Libre Dimanche</b>	746	100.0%	1.4%	356	100.0%	1.4%	390	100.0%	1.4%	202	100.0%	1.2%
<b>La Montagne Dimanche</b>	596	100.0%	1.1%	300	100.0%	1.2%	296	100.0%	1.1%	122	100.0%	0.7%
<b>Nice Matin Dimanche (Couplage)</b>	446	100.0%	0.9%	203	100.0%	0.8%	243	100.0%	0.9%	128	100.0%	0.7%
<b>Nous Deux</b>	942	100.0%	1.8%	199	100.0%	0.8%	744	100.0%	2.7%	101	100.0%	0.6%
<b>La Nouvelle République du Dimanche</b>	350	100.0%	0.7%	179	100.0%	0.7%	171	100.0%	0.6%	82	100.0%	0.5%
<b>L'Obs</b>	2136	100.0%	4.1%	1074	100.0%	4.3%	1062	100.0%	3.9%	843	100.0%	4.8%
<b>Paris Match</b>	3510	100.0%	6.7%	1381	100.0%	5.5%	2129	100.0%	7.8%	1001	100.0%	5.8%
<b>Le Parisien Dimanche / Aujourd'hui en France Dimanche (Couplage)</b>	1585	100.0%	3.0%	945	100.0%	3.8%	640	100.0%	2.4%	441	100.0%	2.5%
<b>Le Parisien IDFO Dimanche (Couplage)</b>	900	100.0%	1.7%	527	100.0%	2.1%	373	100.0%	1.4%	298	100.0%	1.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Le Parisien Magazine/Aujourd'hui en France Magazine (Couplage)</b>	1198	100.0%	2.3%	679	100.0%	2.7%	519	100.0%	1.9%	355	100.0%	2.0%
<b>Pèlerin</b>	552	100.0%	1.1%	213	100.0%	0.9%	339	100.0%	1.2%	56	100.0%	0.3%
<b>Le Point</b>	2053	100.0%	3.9%	1090	100.0%	4.4%	963	100.0%	3.5%	770	100.0%	4.4%
<b>Le Progrès Dimanche (Couplage)</b>	988	100.0%	1.9%	526	100.0%	2.1%	463	100.0%	1.7%	246	100.0%	1.4%
<b>La Provence Dimanche</b>	616	100.0%	1.2%	313	100.0%	1.3%	303	100.0%	1.1%	187	100.0%	1.1%
<b>Public</b>	1693	100.0%	3.3%	429	100.0%	1.7%	1265	100.0%	4.7%	629	100.0%	3.6%
<b>Le Républicain Lorrain Lundi Matin</b>	564	100.0%	1.1%	293	100.0%	1.2%	271	100.0%	1.0%	152	100.0%	0.9%
<b>Rustica</b>	1047	100.0%	2.0%	423	100.0%	1.7%	624	100.0%	2.3%	238	100.0%	1.4%
<b>Stylist</b>	487	100.0%	0.9%	87	100.0%	0.4%	399	100.0%	1.5%	185	100.0%	1.1%
<b>Sud Ouest Dimanche</b>	996	100.0%	1.9%	493	100.0%	2.0%	503	100.0%	1.9%	237	100.0%	1.4%
<b>Télé 7 Jours</b>	5096	100.0%	9.8%	2296	100.0%	9.2%	2800	100.0%	10.3%	1324	100.0%	7.6%
<b>Télé Loisirs</b>	3894	100.0%	7.5%	1832	100.0%	7.3%	2062	100.0%	7.6%	1073	100.0%	6.2%
<b>Télé Magazine</b>	866	100.0%	1.7%	407	100.0%	1.6%	459	100.0%	1.7%	224	100.0%	1.3%
<b>Télé Poche</b>	1720	100.0%	3.3%	756	100.0%	3.0%	964	100.0%	3.6%	354	100.0%	2.0%
<b>Télé Star</b>	2940	100.0%	5.6%	1178	100.0%	4.7%	1762	100.0%	6.5%	701	100.0%	4.0%
<b>Télé Z</b>	3997	100.0%	7.7%	1698	100.0%	6.8%	2299	100.0%	8.5%	882	100.0%	5.1%
<b>Télé câble Sat Hebdo</b>	1651	100.0%	3.2%	864	100.0%	3.5%	788	100.0%	2.9%	376	100.0%	2.2%
<b>Le Télégramme du Dimanche</b>	479	100.0%	0.9%	241	100.0%	1.0%	238	100.0%	0.9%	106	100.0%	0.6%
<b>Télérama</b>	2506	100.0%	4.8%	1180	100.0%	4.7%	1326	100.0%	4.9%	1098	100.0%	6.3%
<b>L'Union / l'Ardennais Dimanche (Couplage)</b>	333	100.0%	0.6%	181	100.0%	0.7%	152	100.0%	0.6%	76	100.0%	0.4%
<b>La Vie</b>	553	100.0%	1.1%	198	100.0%	0.8%	354	100.0%	1.3%	116	100.0%	0.7%
<b>Voici</b>	2388	100.0%	4.6%	677	100.0%	2.7%	1712	100.0%	6.3%	754	100.0%	4.3%
<b>La Voix du Nord. édition du lundi</b>	1211	100.0%	2.3%	639	100.0%	2.6%	572	100.0%	2.1%	325	100.0%	1.9%
<b>VSD</b>	710	100.0%	1.4%	372	100.0%	1.5%	339	100.0%	1.2%	217	100.0%	1.2%

# Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Presse Hebdomadaire - Agrégats</b>												
<b>7ème jour PQR 66</b>	13924	100.0%	26.7%	6998	100.0%	28.1%	6926	100.0%	25.5%	3499	100.0%	20.1%
<b>A Nous Paris. le magazine gratuit distribué dans les transports</b>	290	100.0%	0.6%	105	100.0%	0.4%	185	100.0%	0.7%	130	100.0%	0.7%
<b>Groupe Bourgogne Dimanche</b>	362	100.0%	0.7%	170	100.0%	0.7%	193	100.0%	0.7%	100	100.0%	0.6%
<b>Groupe Bourgogne / Rhône Alpes Dimanche</b>	2343	100.0%	4.5%	1134	100.0%	4.5%	1208	100.0%	4.5%	622	100.0%	3.6%
<b>Groupe Centre France Dimanche</b>	978	100.0%	1.9%	496	100.0%	2.0%	482	100.0%	1.8%	213	100.0%	1.2%
<b>Groupe Centre France hebdos</b>	426	100.0%	0.8%	208	100.0%	0.8%	218	100.0%	0.8%	105	100.0%	0.6%
<b>Groupe Champagne / Ardennes Dimanche</b>	429	100.0%	0.8%	233	100.0%	0.9%	196	100.0%	0.7%	95	100.0%	0.5%
<b>Groupe Dépêche Dimanche</b>	781	100.0%	1.5%	399	100.0%	1.6%	383	100.0%	1.4%	185	100.0%	1.1%
<b>Groupe Journaux de l'Ouest Dimanche</b>	2080	100.0%	4.0%	1052	100.0%	4.2%	1028	100.0%	3.8%	500	100.0%	2.9%
<b>Groupe Journaux de la Loire Dimanche</b>	504	100.0%	1.0%	249	100.0%	1.0%	255	100.0%	0.9%	90	100.0%	0.5%
<b>Groupe Journaux du Midi Dimanche</b>	978	100.0%	1.9%	484	100.0%	1.9%	494	100.0%	1.8%	250	100.0%	1.4%
<b>Midi Olympique</b>	449	100.0%	0.9%	359	100.0%	1.4%	90	100.0%	0.3%	163	100.0%	0.9%
<b>Groupe Nice Matin Dimanche</b>	663	100.0%	1.3%	296	100.0%	1.2%	367	100.0%	1.4%	213	100.0%	1.2%
<b>PHR</b>	7359	100.0%	14.1%	3547	100.0%	14.2%	3812	100.0%	14.0%	1875	100.0%	10.8%
<b>PHR National</b>	6584	100.0%	12.6%	3094	100.0%	12.4%	3489	100.0%	12.9%	1640	100.0%	9.4%
<b>PHR National +</b>	6922	100.0%	13.3%	3357	100.0%	13.5%	3565	100.0%	13.1%	1760	100.0%	10.1%
<b>PHR Nord-Pas-de-Calais</b>	737	100.0%	1.4%	339	100.0%	1.4%	398	100.0%	1.5%	193	100.0%	1.1%
<b>PHR Trafic</b>	5295	100.0%	10.2%	2505	100.0%	10.0%	2791	100.0%	10.3%	1289	100.0%	7.4%
<b>PQN Editions du 7ème jour y.c. JDD</b>	4776	100.0%	9.2%	3267	100.0%	13.1%	1509	100.0%	5.6%	1656	100.0%	9.5%
<b>Groupe La Provence Dimanche</b>	796	100.0%	1.5%	404	100.0%	1.6%	392	100.0%	1.4%	243	100.0%	1.4%
<b>Groupe Sipa Ouest-France hebdos</b>	2271	100.0%	4.4%	1039	100.0%	4.2%	1232	100.0%	4.5%	552	100.0%	3.2%
<b>Sogémédia</b>	662	100.0%	1.3%	335	100.0%	1.3%	327	100.0%	1.2%	146	100.0%	0.8%
<b>TV Magazine</b>	12597	100.0%	24.2%	5854	100.0%	23.5%	6743	100.0%	24.9%	2727	100.0%	15.7%
<b>Version Femina</b>	6693	100.0%	12.9%	2212	100.0%	8.9%	4481	100.0%	16.5%	1417	100.0%	8.1%
<b>Groupe Voix du Nord hebdos</b>	579	100.0%	1.1%	263	100.0%	1.1%	316	100.0%	1.2%	172	100.0%	1.0%

# Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Presse Magazine - BiMensuels</b>												
<b>01net</b>	1597	100.0%	3.1%	1247	100.0%	5.0%	350	100.0%	1.3%	710	100.0%	4.1%
<b>L'Argus</b>	1161	100.0%	2.2%	932	100.0%	3.7%	229	100.0%	0.8%	432	100.0%	2.5%
<b>L'Auto-Journal</b>	1092	100.0%	2.1%	906	100.0%	3.6%	186	100.0%	0.7%	435	100.0%	2.5%
<b>Gourmand</b>	925	100.0%	1.8%	264	100.0%	1.1%	661	100.0%	2.4%	311	100.0%	1.8%
<b>Télé 2 Semaines</b>	3072	100.0%	5.9%	1237	100.0%	5.0%	1835	100.0%	6.8%	799	100.0%	4.6%
<b>TV Grandes Chaînes</b>	1909	100.0%	3.7%	787	100.0%	3.2%	1122	100.0%	4.1%	505	100.0%	2.9%
<b>Presse Magazine - Mensuels</b>												
<b>Alternatives Economiques</b>	793	100.0%	1.5%	484	100.0%	1.9%	309	100.0%	1.1%	415	100.0%	2.4%
<b>L'Ami des Jardins &amp; de la Maison</b>	1341	100.0%	2.6%	441	100.0%	1.8%	900	100.0%	3.3%	307	100.0%	1.8%
<b>Auto Moto</b>	2269	100.0%	4.4%	1888	100.0%	7.6%	381	100.0%	1.4%	825	100.0%	4.7%
<b>L'Automobile Magazine</b>	1694	100.0%	3.3%	1404	100.0%	5.6%	290	100.0%	1.1%	642	100.0%	3.7%
<b>Avantages</b>	1700	100.0%	3.3%	195	100.0%	0.8%	1505	100.0%	5.5%	555	100.0%	3.2%
<b>Biba</b>	858	100.0%	1.6%	119	100.0%	0.5%	738	100.0%	2.7%	422	100.0%	2.4%
<b>Bien-Être &amp; Santé</b>	1192	100.0%	2.3%	285	100.0%	1.1%	907	100.0%	3.3%	266	100.0%	1.5%
<b>Ça M'Intéresse</b>	3035	100.0%	5.8%	1423	100.0%	5.7%	1612	100.0%	5.9%	1168	100.0%	6.7%
<b>Capital</b>	1591	100.0%	3.1%	967	100.0%	3.9%	625	100.0%	2.3%	687	100.0%	3.9%
<b>Le Chasseur Français</b>	1417	100.0%	2.7%	869	100.0%	3.5%	548	100.0%	2.0%	300	100.0%	1.7%
<b>Cosmopolitan</b>	1529	100.0%	2.9%	208	100.0%	0.8%	1320	100.0%	4.9%	693	100.0%	4.0%
<b>Cuisine Actuelle</b>	3944	100.0%	7.6%	827	100.0%	3.3%	3117	100.0%	11.5%	1146	100.0%	6.6%
<b>Dossier Familial</b>	1624	100.0%	3.1%	600	100.0%	2.4%	1024	100.0%	3.8%	366	100.0%	2.1%
<b>L'Expansion</b>	368	100.0%	0.7%	248	100.0%	1.0%	120	100.0%	0.4%	161	100.0%	0.9%
<b>Femme Actuelle Jeux</b>	1881	100.0%	3.6%	463	100.0%	1.9%	1418	100.0%	5.2%	410	100.0%	2.4%
<b>Géo</b>	3857	100.0%	7.4%	1845	100.0%	7.4%	2012	100.0%	7.4%	1514	100.0%	8.7%
<b>Glamour</b>	1008	100.0%	1.9%	124	100.0%	0.5%	885	100.0%	3.3%	424	100.0%	2.4%
<b>GQ</b>	568	100.0%	1.1%	427	100.0%	1.7%	141	100.0%	0.5%	286	100.0%	1.6%
<b>Jeux Vidéo Magazine</b>	1255	100.0%	2.4%	1059	100.0%	4.2%	196	100.0%	0.7%	486	100.0%	2.8%
<b>Management</b>	504	100.0%	1.0%	280	100.0%	1.1%	224	100.0%	0.8%	300	100.0%	1.7%
<b>Marie Claire</b>	2050	100.0%	3.9%	301	100.0%	1.2%	1748	100.0%	6.4%	737	100.0%	4.2%
<b>Marie France</b>	914	100.0%	1.8%	156	100.0%	0.6%	758	100.0%	2.8%	262	100.0%	1.5%
<b>Mieux Vivre Votre Argent</b>	841	100.0%	1.6%	551	100.0%	2.2%	290	100.0%	1.1%	307	100.0%	1.8%
<b>Modes &amp; Travaux</b>	2459	100.0%	4.7%	420	100.0%	1.7%	2038	100.0%	7.5%	661	100.0%	3.8%
<b>Mon Jardin &amp; ma Maison</b>	1550	100.0%	3.0%	485	100.0%	1.9%	1064	100.0%	3.9%	458	100.0%	2.6%
<b>National Geographic</b>	2340	100.0%	4.5%	1333	100.0%	5.3%	1007	100.0%	3.7%	997	100.0%	5.7%
<b>Notre Temps</b>	3186	100.0%	6.1%	878	100.0%	3.5%	2308	100.0%	8.5%	374	100.0%	2.2%

# Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Le Particulier</b>	1681	100.0%	3.2%	877	100.0%	3.5%	804	100.0%	3.0%	416	100.0%	2.4%
<b>Pleine Vie</b>	2337	100.0%	4.5%	490	100.0%	2.0%	1847	100.0%	6.8%	284	100.0%	1.6%
<b>Pomme D'Api</b>	1796	100.0%	3.4%	484	100.0%	1.9%	1312	100.0%	4.8%	765	100.0%	4.4%
<b>Popi</b>	1709	100.0%	3.3%	457	100.0%	1.8%	1252	100.0%	4.6%	661	100.0%	3.8%
<b>Prima</b>	1591	100.0%	3.1%	181	100.0%	0.7%	1411	100.0%	5.2%	466	100.0%	2.7%
<b>Psychologies Magazine</b>	2323	100.0%	4.5%	626	100.0%	2.5%	1697	100.0%	6.3%	1060	100.0%	6.1%
<b>Questions de Femmes</b>	456	100.0%	0.9%	34	100.0%	0.1%	422	100.0%	1.6%	106	100.0%	0.6%
<b>Réponse à Tout !</b>	765	100.0%	1.5%	361	100.0%	1.4%	404	100.0%	1.5%	235	100.0%	1.3%
<b>Le Revenu Placements</b>	456	100.0%	0.9%	312	100.0%	1.3%	145	100.0%	0.5%	167	100.0%	1.0%
<b>Rock and Folk</b>	500	100.0%	1.0%	339	100.0%	1.4%	162	100.0%	0.6%	244	100.0%	1.4%
<b>Santé Magazine</b>	3193	100.0%	6.1%	838	100.0%	3.4%	2355	100.0%	8.7%	811	100.0%	4.7%
<b>Science &amp; Vie</b>	4202	100.0%	8.1%	2491	100.0%	10.0%	1711	100.0%	6.3%	1872	100.0%	10.8%
<b>Sciences et Avenir</b>	2965	100.0%	5.7%	1782	100.0%	7.1%	1183	100.0%	4.4%	1258	100.0%	7.2%
<b>So Foot</b>	696	100.0%	1.3%	566	100.0%	2.3%	130	100.0%	0.5%	363	100.0%	2.1%
<b>Sport Auto</b>	670	100.0%	1.3%	595	100.0%	2.4%	75	100.0%	0.3%	231	100.0%	1.3%
<b>Studio Magazine - Ciné Live</b>	571	100.0%	1.1%	300	100.0%	1.2%	271	100.0%	1.0%	273	100.0%	1.6%
<b>Système D</b>	1186	100.0%	2.3%	727	100.0%	2.9%	459	100.0%	1.7%	430	100.0%	2.5%
<b>Télé 7 Jeux</b>	2289	100.0%	4.4%	881	100.0%	3.5%	1408	100.0%	5.2%	535	100.0%	3.1%
<b>Top Santé</b>	2867	100.0%	5.5%	705	100.0%	2.8%	2162	100.0%	8.0%	799	100.0%	4.6%
<b>Vanity Fair</b>	502	100.0%	1.0%	155	100.0%	0.6%	347	100.0%	1.3%	266	100.0%	1.5%
<b>Vogue</b>	1311	100.0%	2.5%	264	100.0%	1.1%	1047	100.0%	3.9%	522	100.0%	3.0%



# Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Presse Magazine - BiMestriels</b>												
<b>AD Architectural Digest</b>	531	100.0%	1.0%	251	100.0%	1.0%	280	100.0%	1.0%	317	100.0%	1.8%
<b>Art &amp; Décoration</b>	2884	100.0%	5.5%	896	100.0%	3.6%	1988	100.0%	7.3%	1088	100.0%	6.3%
<b>Campagne Décoration</b>	775	100.0%	1.5%	167	100.0%	0.7%	608	100.0%	2.2%	253	100.0%	1.5%
<b>Cuisine et Vins de France</b>	1199	100.0%	2.3%	491	100.0%	2.0%	708	100.0%	2.6%	456	100.0%	2.6%
<b>Détente Jardin</b>	1636	100.0%	3.1%	594	100.0%	2.4%	1042	100.0%	3.8%	408	100.0%	2.3%
<b>Détours en France</b>	797	100.0%	1.5%	320	100.0%	1.3%	477	100.0%	1.8%	241	100.0%	1.4%
<b>Elle à Table</b>	1153	100.0%	2.2%	186	100.0%	0.7%	967	100.0%	3.6%	452	100.0%	2.6%
<b>Elle Décoration</b>	2168	100.0%	4.2%	388	100.0%	1.6%	1780	100.0%	6.6%	899	100.0%	5.2%
<b>Famili Magicmaman</b>	615	100.0%	1.2%	68	100.0%	0.3%	546	100.0%	2.0%	222	100.0%	1.3%
<b>Famille et Education</b>	1098	100.0%	2.1%	293	100.0%	1.2%	806	100.0%	3.0%	577	100.0%	3.3%
<b>Le Journal de la Maison</b>	1256	100.0%	2.4%	268	100.0%	1.1%	988	100.0%	3.6%	442	100.0%	2.5%
<b>Maison Créative</b>	1267	100.0%	2.4%	262	100.0%	1.1%	1005	100.0%	3.7%	464	100.0%	2.7%
<b>Maison et Travaux</b>	2950	100.0%	5.7%	1056	100.0%	4.2%	1893	100.0%	7.0%	1071	100.0%	6.2%
<b>Maisons Côté Ouest</b>	832	100.0%	1.6%	247	100.0%	1.0%	586	100.0%	2.2%	390	100.0%	2.2%
<b>Maisons Côté Sud</b>	1113	100.0%	2.1%	306	100.0%	1.2%	807	100.0%	3.0%	518	100.0%	3.0%
<b>Marie Claire Idées</b>	1477	100.0%	2.8%	166	100.0%	0.7%	1311	100.0%	4.8%	555	100.0%	3.2%
<b>Marie Claire Maison</b>	1753	100.0%	3.4%	270	100.0%	1.1%	1483	100.0%	5.5%	684	100.0%	3.9%
<b>Marmiton</b>	5113	100.0%	9.8%	1616	100.0%	6.5%	3497	100.0%	12.9%	1706	100.0%	9.8%
<b>Maxi Cuisine</b>	1837	100.0%	3.5%	293	100.0%	1.2%	1544	100.0%	5.7%	448	100.0%	2.6%
<b>Parents</b>	1731	100.0%	3.3%	352	100.0%	1.4%	1379	100.0%	5.1%	635	100.0%	3.7%
<b>Première</b>	1052	100.0%	2.0%	540	100.0%	2.2%	512	100.0%	1.9%	498	100.0%	2.9%
<b>Régal</b>	793	100.0%	1.5%	199	100.0%	0.8%	594	100.0%	2.2%	240	100.0%	1.4%
<b>Presse Magazine - TriMestriels</b>												
<b>Vies de Famille</b>	4584	100.0%	8.8%	1128	100.0%	4.5%	3455	100.0%	12.7%	1362	100.0%	7.8%