

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	238	100.0%	0.5%	134	100.0%	0.5%	104	100.0%	0.4%	65	100.0%	0.4%
Le Berry Républicain	108	100.0%	0.2%	51	100.0%	0.2%	57	100.0%	0.2%	22	100.0%	0.1%
Le Bien Public	167	100.0%	0.3%	79	100.0%	0.3%	88	100.0%	0.3%	54	100.0%	0.3%
Charente Libre	170	100.0%	0.3%	80	100.0%	0.3%	90	100.0%	0.3%	37	100.0%	0.2%
Corse Matin	150	100.0%	0.3%	79	100.0%	0.3%	70	100.0%	0.3%	49	100.0%	0.3%
Le Courrier de l'Ouest	326	100.0%	0.6%	153	100.0%	0.6%	173	100.0%	0.6%	65	100.0%	0.4%
Le Courrier Picard	290	100.0%	0.6%	151	100.0%	0.6%	139	100.0%	0.5%	68	100.0%	0.4%
Le Dauphiné (Couplage)	890	100.0%	1.7%	443	100.0%	1.8%	447	100.0%	1.6%	265	100.0%	1.5%
La Dépêche du Midi	709	100.0%	1.4%	384	100.0%	1.5%	325	100.0%	1.2%	195	100.0%	1.1%
Les DNA / Les Dernières Nouvelles d'Alsace	522	100.0%	1.0%	284	100.0%	1.1%	237	100.0%	0.9%	131	100.0%	0.7%
L'Est Eclair	99	100.0%	0.2%	44	100.0%	0.2%	55	100.0%	0.2%	14	100.0%	0.1%
L'Est Républicain (Couplage)	517	100.0%	1.0%	260	100.0%	1.0%	257	100.0%	0.9%	110	100.0%	0.6%
L'Indépendant	229	100.0%	0.4%	128	100.0%	0.5%	101	100.0%	0.4%	46	100.0%	0.3%
Le Journal de la Haute-Marne	89	100.0%	0.2%	42	100.0%	0.2%	47	100.0%	0.2%	15	100.0%	0.1%
Le Journal de Saône-et-Loire	205	100.0%	0.4%	85	100.0%	0.3%	119	100.0%	0.4%	50	100.0%	0.3%
Le Journal du Centre	103	100.0%	0.2%	45	100.0%	0.2%	58	100.0%	0.2%	17	100.0%	0.1%
Midi Libre	560	100.0%	1.1%	290	100.0%	1.2%	270	100.0%	1.0%	150	100.0%	0.8%
La Montagne	613	100.0%	1.2%	283	100.0%	1.1%	330	100.0%	1.2%	135	100.0%	0.8%
Nice Matin (Couplage)	412	100.0%	0.8%	204	100.0%	0.8%	207	100.0%	0.8%	120	100.0%	0.7%
La Nouvelle République	580	100.0%	1.1%	277	100.0%	1.1%	303	100.0%	1.1%	131	100.0%	0.7%
Ouest France	2454	100.0%	4.7%	1167	100.0%	4.6%	1286	100.0%	4.7%	629	100.0%	3.5%
Le Populaire du Centre	126	100.0%	0.2%	60	100.0%	0.2%	66	100.0%	0.2%	27	100.0%	0.2%
PQR 66	15057	100.0%	28.7%	7474	100.0%	29.8%	7583	100.0%	27.8%	3677	100.0%	20.6%
Le Progrès (Couplage)	871	100.0%	1.7%	476	100.0%	1.9%	394	100.0%	1.4%	211	100.0%	1.2%
La Provence	575	100.0%	1.1%	305	100.0%	1.2%	270	100.0%	1.0%	168	100.0%	0.9%
Le Républicain Lorrain	414	100.0%	0.8%	201	100.0%	0.8%	213	100.0%	0.8%	96	100.0%	0.5%
La République du Centre	153	100.0%	0.3%	74	100.0%	0.3%	79	100.0%	0.3%	38	100.0%	0.2%
Sud Ouest	932	100.0%	1.8%	459	100.0%	1.8%	472	100.0%	1.7%	252	100.0%	1.4%
Le Télégramme	558	100.0%	1.1%	292	100.0%	1.2%	266	100.0%	1.0%	144	100.0%	0.8%
L'Union / L'Ardennais (Couplage)	382	100.0%	0.7%	192	100.0%	0.8%	189	100.0%	0.7%	80	100.0%	0.5%
Var Matin. l'édition de Nice Matin diffusée dans le Var	269	100.0%	0.5%	125	100.0%	0.5%	145	100.0%	0.5%	73	100.0%	0.4%
La Voix du Nord	1013	100.0%	1.9%	498	100.0%	2.0%	515	100.0%	1.9%	246	100.0%	1.4%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Vosges Matin	145	100.0%	0.3%	75	100.0%	0.3%	70	100.0%	0.3%	28	100.0%	0.2%
L'Yonne Républicaine	111	100.0%	0.2%	52	100.0%	0.2%	59	100.0%	0.2%	21	100.0%	0.1%
Presse Quotidienne Régionale - Agrégats												
Groupe Bourgogne Rhône Alpes	2093	100.0%	4.0%	1067	100.0%	4.2%	1025	100.0%	3.8%	565	100.0%	3.2%
Groupe Centre France	1312	100.0%	2.5%	615	100.0%	2.4%	697	100.0%	2.6%	287	100.0%	1.6%
Groupe Centre Ouest	609	100.0%	1.2%	294	100.0%	1.2%	316	100.0%	1.2%	136	100.0%	0.8%
Groupe Champagne Ardennes	492	100.0%	0.9%	241	100.0%	1.0%	251	100.0%	0.9%	95	100.0%	0.5%
Groupe Champagne / Est Eclair	112	100.0%	0.2%	49	100.0%	0.2%	63	100.0%	0.2%	16	100.0%	0.1%
Groupe Dépêche	765	100.0%	1.5%	413	100.0%	1.6%	353	100.0%	1.3%	209	100.0%	1.2%
EBRA	3907	100.0%	7.5%	1992	100.0%	7.9%	1915	100.0%	7.0%	975	100.0%	5.5%
Groupe Est Bourgogne Medias	368	100.0%	0.7%	163	100.0%	0.6%	205	100.0%	0.7%	104	100.0%	0.6%
Groupe Journaux de l'Ouest	2926	100.0%	5.6%	1397	100.0%	5.6%	1528	100.0%	5.6%	722	100.0%	4.0%
Groupe Journaux de la Loire	618	100.0%	1.2%	305	100.0%	1.2%	313	100.0%	1.1%	144	100.0%	0.8%
Groupe Journaux du Midi	809	100.0%	1.5%	426	100.0%	1.7%	383	100.0%	1.4%	199	100.0%	1.1%
Groupe Journaux du Sud Ouest	1219	100.0%	2.3%	602	100.0%	2.4%	617	100.0%	2.3%	319	100.0%	1.8%
Groupe Nice Matin	637	100.0%	1.2%	305	100.0%	1.2%	332	100.0%	1.2%	180	100.0%	1.0%
Groupe Normandie	273	100.0%	0.5%	123	100.0%	0.5%	149	100.0%	0.5%	66	100.0%	0.4%
Groupe La Provence	721	100.0%	1.4%	384	100.0%	1.5%	337	100.0%	1.2%	215	100.0%	1.2%
Pyrénées Presse	161	100.0%	0.3%	78	100.0%	0.3%	83	100.0%	0.3%	47	100.0%	0.3%
Groupe Rossel / Voix du Nord	1822	100.0%	3.5%	901	100.0%	3.6%	921	100.0%	3.4%	413	100.0%	2.3%
Groupe Sud Ouest	2024	100.0%	3.9%	1026	100.0%	4.1%	998	100.0%	3.7%	515	100.0%	2.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Quotidienne Régionale du 7ème jour - Titres												
Le Courrier Picard Dimanche	375	100.0%	0.7%	201	100.0%	0.8%	173	100.0%	0.6%	78	100.0%	0.4%
Le Dauphiné Dimanche (Couplage)	1091	100.0%	2.1%	541	100.0%	2.2%	550	100.0%	2.0%	342	100.0%	1.9%
La Dépêche du Dimanche	716	100.0%	1.4%	386	100.0%	1.5%	330	100.0%	1.2%	200	100.0%	1.1%
Dimanche Ouest France	1743	100.0%	3.3%	785	100.0%	3.1%	959	100.0%	3.5%	446	100.0%	2.5%
Les DNA du Lundi / Les Dernières Nouvelles du Lundi	521	100.0%	1.0%	307	100.0%	1.2%	213	100.0%	0.8%	135	100.0%	0.8%
L'indépendant Dimanche	275	100.0%	0.5%	142	100.0%	0.6%	133	100.0%	0.5%	59	100.0%	0.3%
Midi Libre Dimanche	699	100.0%	1.3%	358	100.0%	1.4%	341	100.0%	1.2%	194	100.0%	1.1%
La Montagne Dimanche	626	100.0%	1.2%	292	100.0%	1.2%	334	100.0%	1.2%	124	100.0%	0.7%
Nice Matin Dimanche (Couplage)	463	100.0%	0.9%	228	100.0%	0.9%	235	100.0%	0.9%	133	100.0%	0.7%
La Nouvelle République du Dimanche	355	100.0%	0.7%	178	100.0%	0.7%	177	100.0%	0.6%	86	100.0%	0.5%
Le Progrès Dimanche (Couplage)	1022	100.0%	1.9%	536	100.0%	2.1%	486	100.0%	1.8%	265	100.0%	1.5%
La Provence Dimanche	688	100.0%	1.3%	342	100.0%	1.4%	347	100.0%	1.3%	181	100.0%	1.0%
Le Républicain Lorrain Lundi Matin	509	100.0%	1.0%	245	100.0%	1.0%	265	100.0%	1.0%	109	100.0%	0.6%
Sud Ouest Dimanche	952	100.0%	1.8%	495	100.0%	2.0%	457	100.0%	1.7%	255	100.0%	1.4%
Le Télégramme du Dimanche	495	100.0%	0.9%	240	100.0%	1.0%	256	100.0%	0.9%	101	100.0%	0.6%
L'Union / l'Ardennais Dimanche (Couplage)	332	100.0%	0.6%	171	100.0%	0.7%	161	100.0%	0.6%	69	100.0%	0.4%
La Voix du Nord. édition du lundi	1216	100.0%	2.3%	608	100.0%	2.4%	608	100.0%	2.2%	310	100.0%	1.7%

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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	5362	100.0%	10.2%	3607	100.0%	14.4%	1755	100.0%	6.4%	1842	100.0%	10.3%
L'Equipe Dimanche	3463	100.0%	6.6%	2797	100.0%	11.1%	665	100.0%	2.4%	1328	100.0%	7.4%
Le Journal du Dimanche	1218	100.0%	2.3%	584	100.0%	2.3%	634	100.0%	2.3%	352	100.0%	2.0%
Le Parisien Dimanche / Aujourd'hui en France Dimanche (Couplage)	1661	100.0%	3.2%	955	100.0%	3.8%	706	100.0%	2.6%	524	100.0%	2.9%
Le Parisien IDFO Dimanche (Couplage)	919	100.0%	1.8%	507	100.0%	2.0%	413	100.0%	1.5%	316	100.0%	1.8%
Presse Hebdomadaire Régionale - Agrégats												
Groupe Centre France hebdos	423	100.0%	0.8%	224	100.0%	0.9%	199	100.0%	0.7%	103	100.0%	0.6%
Complément'R	4702	100.0%	9.0%	2246	100.0%	8.9%	2456	100.0%	9.0%	1198	100.0%	6.7%
Midi Olympique	468	100.0%	0.9%	371	100.0%	1.5%	97	100.0%	0.4%	167	100.0%	0.9%
PHR	7158	100.0%	13.7%	3558	100.0%	14.2%	3600	100.0%	13.2%	1882	100.0%	10.6%
PHR National	6349	100.0%	12.1%	3100	100.0%	12.3%	3249	100.0%	11.9%	1662	100.0%	9.3%
PHR National +	6685	100.0%	12.7%	3363	100.0%	13.4%	3323	100.0%	12.2%	1779	100.0%	10.0%
PHR Nord-Pas-de-Calais	586	100.0%	1.1%	297	100.0%	1.2%	289	100.0%	1.1%	146	100.0%	0.8%
PHR Trafic	5040	100.0%	9.6%	2428	100.0%	9.7%	2612	100.0%	9.6%	1291	100.0%	7.2%
Groupe Sipa Ouest-France hebdos	2308	100.0%	4.4%	1077	100.0%	4.3%	1231	100.0%	4.5%	573	100.0%	3.2%
Sogémédia	536	100.0%	1.0%	282	100.0%	1.1%	254	100.0%	0.9%	125	100.0%	0.7%
Groupe Voix du Nord hebdos	549	100.0%	1.0%	286	100.0%	1.1%	262	100.0%	1.0%	153	100.0%	0.9%
Presse Gratuite d'Information												
20 Minutes	3940	100.0%	7.5%	2101	100.0%	8.4%	1839	100.0%	6.7%	1580	100.0%	8.9%
Direct matin	1248	100.0%	2.4%	648	100.0%	2.6%	600	100.0%	2.2%	529	100.0%	3.0%
Direct Matin National (Agrégat)	2155	100.0%	4.1%	1127	100.0%	4.5%	1028	100.0%	3.8%	864	100.0%	4.8%
Total PGI (Agrégat)	4753	100.0%	9.1%	2512	100.0%	10.0%	2240	100.0%	8.2%	1911	100.0%	10.7%
Presse Magazine - Hebdomadaires												
A Nous Paris. le magazine gratuit distribué dans les transports	300	100.0%	0.6%	117	100.0%	0.5%	184	100.0%	0.7%	120	100.0%	0.7%
Auto Plus	2157	100.0%	4.1%	1774	100.0%	7.1%	383	100.0%	1.4%	703	100.0%	3.9%
Challenges	837	100.0%	1.6%	536	100.0%	2.1%	301	100.0%	1.1%	289	100.0%	1.6%
Closer	2352	100.0%	4.5%	640	100.0%	2.5%	1712	100.0%	6.3%	715	100.0%	4.0%
Courrier International	1289	100.0%	2.5%	673	100.0%	2.7%	616	100.0%	2.3%	652	100.0%	3.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Elle	2074	100.0%	4.0%	339	100.0%	1.4%	1735	100.0%	6.3%	811	100.0%	4.5%
L'Equipe Magazine	2597	100.0%	5.0%	2091	100.0%	8.3%	506	100.0%	1.9%	956	100.0%	5.4%
L'Express	1928	100.0%	3.7%	1016	100.0%	4.0%	912	100.0%	3.3%	701	100.0%	3.9%
Femme Actuelle	3731	100.0%	7.1%	767	100.0%	3.1%	2964	100.0%	10.8%	822	100.0%	4.6%
Le Figaro Magazine	2048	100.0%	3.9%	949	100.0%	3.8%	1099	100.0%	4.0%	590	100.0%	3.3%
France Dimanche	834	100.0%	1.6%	296	100.0%	1.2%	538	100.0%	2.0%	142	100.0%	0.8%
France Football	1140	100.0%	2.2%	994	100.0%	4.0%	146	100.0%	0.5%	333	100.0%	1.9%
Gala	1787	100.0%	3.4%	359	100.0%	1.4%	1428	100.0%	5.2%	550	100.0%	3.1%
Grazia	585	100.0%	1.1%	61	100.0%	0.2%	524	100.0%	1.9%	267	100.0%	1.5%
Ici Paris	887	100.0%	1.7%	306	100.0%	1.2%	580	100.0%	2.1%	168	100.0%	0.9%
Les Inrockuptibles	621	100.0%	1.2%	384	100.0%	1.5%	237	100.0%	0.9%	338	100.0%	1.9%
M. le Magazine du Monde	2141	100.0%	4.1%	1129	100.0%	4.5%	1012	100.0%	3.7%	901	100.0%	5.1%
Madame Figaro	1449	100.0%	2.8%	439	100.0%	1.7%	1010	100.0%	3.7%	343	100.0%	1.9%
Marianne	1257	100.0%	2.4%	740	100.0%	2.9%	517	100.0%	1.9%	444	100.0%	2.5%
Maxi	1655	100.0%	3.2%	322	100.0%	1.3%	1333	100.0%	4.9%	293	100.0%	1.6%
Nous Deux	789	100.0%	1.5%	175	100.0%	0.7%	615	100.0%	2.3%	105	100.0%	0.6%
L'Obs	2460	100.0%	4.7%	1301	100.0%	5.2%	1159	100.0%	4.2%	874	100.0%	4.9%
Paris Match	3551	100.0%	6.8%	1329	100.0%	5.3%	2223	100.0%	8.1%	982	100.0%	5.5%
Le Parisien Magazine/Aujourd'hui en France Magazine (Couplage)	1385	100.0%	2.6%	734	100.0%	2.9%	650	100.0%	2.4%	441	100.0%	2.5%
Pèlerin	571	100.0%	1.1%	224	100.0%	0.9%	347	100.0%	1.3%	86	100.0%	0.5%
Le Point	2283	100.0%	4.4%	1240	100.0%	4.9%	1043	100.0%	3.8%	825	100.0%	4.6%
Public	1742	100.0%	3.3%	403	100.0%	1.6%	1339	100.0%	4.9%	579	100.0%	3.2%
Rustica	1087	100.0%	2.1%	420	100.0%	1.7%	667	100.0%	2.4%	238	100.0%	1.3%
Stylist	408	100.0%	0.8%	67	100.0%	0.3%	341	100.0%	1.2%	188	100.0%	1.1%
Télé 7 Jours	5259	100.0%	10.0%	2304	100.0%	9.2%	2955	100.0%	10.8%	1344	100.0%	7.5%
Télé Loisirs	3880	100.0%	7.4%	1729	100.0%	6.9%	2151	100.0%	7.9%	1067	100.0%	6.0%
Télé Magazine	1030	100.0%	2.0%	456	100.0%	1.8%	574	100.0%	2.1%	228	100.0%	1.3%
Télé Poche	1530	100.0%	2.9%	658	100.0%	2.6%	873	100.0%	3.2%	321	100.0%	1.8%
Télé Star	2960	100.0%	5.6%	1247	100.0%	5.0%	1713	100.0%	6.3%	728	100.0%	4.1%
Télé Z	3472	100.0%	6.6%	1513	100.0%	6.0%	1959	100.0%	7.2%	828	100.0%	4.6%
Télé câble Sat Hebdo	1624	100.0%	3.1%	794	100.0%	3.2%	830	100.0%	3.0%	362	100.0%	2.0%
Télérama	2852	100.0%	5.4%	1318	100.0%	5.2%	1534	100.0%	5.6%	1115	100.0%	6.3%
TV Magazine (Agrégat)	11937	100.0%	22.8%	5422	100.0%	21.6%	6515	100.0%	23.8%	2632	100.0%	14.8%
Version Femina (Agrégat)	6337	100.0%	12.1%	2011	100.0%	8.0%	4327	100.0%	15.8%	1407	100.0%	7.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
La Vie	512	100.0%	1.0%	216	100.0%	0.9%	296	100.0%	1.1%	87	100.0%	0.5%
Voici	2341	100.0%	4.5%	620	100.0%	2.5%	1721	100.0%	6.3%	754	100.0%	4.2%
VSD	719	100.0%	1.4%	360	100.0%	1.4%	358	100.0%	1.3%	241	100.0%	1.4%
Presse Magazine - BiMensuels												
01net	1772	100.0%	3.4%	1384	100.0%	5.5%	389	100.0%	1.4%	699	100.0%	3.9%
L'Argus	1235	100.0%	2.4%	1048	100.0%	4.2%	188	100.0%	0.7%	420	100.0%	2.4%
L'Auto-Journal	1276	100.0%	2.4%	1096	100.0%	4.4%	180	100.0%	0.7%	481	100.0%	2.7%
Gourmand	855	100.0%	1.6%	237	100.0%	0.9%	618	100.0%	2.3%	253	100.0%	1.4%
Télé 2 Semaines	2835	100.0%	5.4%	1185	100.0%	4.7%	1650	100.0%	6.0%	690	100.0%	3.9%
TV Grandes Chaînes	1907	100.0%	3.6%	738	100.0%	2.9%	1169	100.0%	4.3%	483	100.0%	2.7%
Presse Magazine - Mensuels												
Alternatives Economiques	951	100.0%	1.8%	538	100.0%	2.1%	413	100.0%	1.5%	486	100.0%	2.7%
L'Ami des Jardins & de la Maison	1434	100.0%	2.7%	450	100.0%	1.8%	985	100.0%	3.6%	306	100.0%	1.7%
Auto Moto	2208	100.0%	4.2%	1866	100.0%	7.4%	342	100.0%	1.3%	837	100.0%	4.7%
L'Automobile Magazine	1719	100.0%	3.3%	1402	100.0%	5.6%	317	100.0%	1.2%	634	100.0%	3.6%
Avantages	1997	100.0%	3.8%	223	100.0%	0.9%	1774	100.0%	6.5%	541	100.0%	3.0%
Biba	932	100.0%	1.8%	112	100.0%	0.4%	821	100.0%	3.0%	439	100.0%	2.5%
Bien-Être & Santé	1278	100.0%	2.4%	283	100.0%	1.1%	995	100.0%	3.6%	289	100.0%	1.6%
Ça M'Intéresse	3301	100.0%	6.3%	1489	100.0%	5.9%	1812	100.0%	6.6%	1141	100.0%	6.4%
Capital	1607	100.0%	3.1%	941	100.0%	3.7%	666	100.0%	2.4%	679	100.0%	3.8%
Le Chasseur Français	1327	100.0%	2.5%	822	100.0%	3.3%	506	100.0%	1.9%	311	100.0%	1.7%
Cosmopolitan	1681	100.0%	3.2%	192	100.0%	0.8%	1490	100.0%	5.5%	737	100.0%	4.1%
Cuisine Actuelle	4023	100.0%	7.7%	796	100.0%	3.2%	3227	100.0%	11.8%	1103	100.0%	6.2%
Dossier Familial	1641	100.0%	3.1%	661	100.0%	2.6%	980	100.0%	3.6%	382	100.0%	2.1%
Femme Actuelle Jeux	1892	100.0%	3.6%	439	100.0%	1.7%	1453	100.0%	5.3%	390	100.0%	2.2%
Géo	4287	100.0%	8.2%	2107	100.0%	8.4%	2180	100.0%	8.0%	1569	100.0%	8.8%
Glamour	920	100.0%	1.8%	94	100.0%	0.4%	826	100.0%	3.0%	429	100.0%	2.4%
GQ	469	100.0%	0.9%	340	100.0%	1.4%	129	100.0%	0.5%	249	100.0%	1.4%
Jeux vidéo magazine	1294	100.0%	2.5%	1052	100.0%	4.2%	242	100.0%	0.9%	492	100.0%	2.8%
Management	457	100.0%	0.9%	257	100.0%	1.0%	201	100.0%	0.7%	291	100.0%	1.6%
Marie Claire	2252	100.0%	4.3%	312	100.0%	1.2%	1941	100.0%	7.1%	760	100.0%	4.3%
Marie France	1000	100.0%	1.9%	165	100.0%	0.7%	835	100.0%	3.1%	258	100.0%	1.4%
Mieux Vivre Votre Argent	894	100.0%	1.7%	531	100.0%	2.1%	363	100.0%	1.3%	330	100.0%	1.9%
Modes & Travaux	2621	100.0%	5.0%	357	100.0%	1.4%	2265	100.0%	8.3%	662	100.0%	3.7%
Mon Jardin & ma Maison	1689	100.0%	3.2%	501	100.0%	2.0%	1188	100.0%	4.4%	431	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	2807	100.0%	5.4%	1622	100.0%	6.5%	1185	100.0%	4.3%	1116	100.0%	6.3%
Notre Temps	3640	100.0%	6.9%	1067	100.0%	4.2%	2574	100.0%	9.4%	416	100.0%	2.3%
Le Particulier	1875	100.0%	3.6%	997	100.0%	4.0%	877	100.0%	3.2%	391	100.0%	2.2%
Pleine Vie	2425	100.0%	4.6%	511	100.0%	2.0%	1914	100.0%	7.0%	267	100.0%	1.5%
Pomme D'Api	1644	100.0%	3.1%	421	100.0%	1.7%	1223	100.0%	4.5%	669	100.0%	3.8%
Popi	1657	100.0%	3.2%	420	100.0%	1.7%	1237	100.0%	4.5%	668	100.0%	3.7%
Prima	1793	100.0%	3.4%	169	100.0%	0.7%	1624	100.0%	5.9%	416	100.0%	2.3%
Psychologies Magazine	2389	100.0%	4.6%	587	100.0%	2.3%	1803	100.0%	6.6%	1002	100.0%	5.6%
Réponse à Tout !	916	100.0%	1.7%	434	100.0%	1.7%	482	100.0%	1.8%	240	100.0%	1.3%
Le Revenu Placements	427	100.0%	0.8%	290	100.0%	1.2%	138	100.0%	0.5%	151	100.0%	0.8%
Rock and Folk	585	100.0%	1.1%	434	100.0%	1.7%	152	100.0%	0.6%	246	100.0%	1.4%
Santé Magazine	3563	100.0%	6.8%	874	100.0%	3.5%	2689	100.0%	9.8%	863	100.0%	4.8%
Science & Vie	4510	100.0%	8.6%	2661	100.0%	10.6%	1849	100.0%	6.8%	1898	100.0%	10.6%
Sciences et Avenir	3345	100.0%	6.4%	1999	100.0%	8.0%	1347	100.0%	4.9%	1275	100.0%	7.1%
So Foot	718	100.0%	1.4%	622	100.0%	2.5%	96	100.0%	0.4%	383	100.0%	2.1%
Sport Auto	566	100.0%	1.1%	497	100.0%	2.0%	70	100.0%	0.3%	218	100.0%	1.2%
Studio Magazine - Ciné Live	593	100.0%	1.1%	334	100.0%	1.3%	259	100.0%	0.9%	248	100.0%	1.4%
Système D	1318	100.0%	2.5%	812	100.0%	3.2%	506	100.0%	1.9%	436	100.0%	2.4%
Télé 7 Jeux	2279	100.0%	4.3%	813	100.0%	3.2%	1467	100.0%	5.4%	495	100.0%	2.8%
Top Santé	3143	100.0%	6.0%	694	100.0%	2.8%	2449	100.0%	9.0%	822	100.0%	4.6%
Vanity Fair	496	100.0%	0.9%	111	100.0%	0.4%	386	100.0%	1.4%	268	100.0%	1.5%
Vogue	1306	100.0%	2.5%	222	100.0%	0.9%	1084	100.0%	4.0%	508	100.0%	2.8%

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	536	100.0%	1.0%	236	100.0%	0.9%	300	100.0%	1.1%	306	100.0%	1.7%
Art & Décoration	2935	100.0%	5.6%	910	100.0%	3.6%	2025	100.0%	7.4%	1045	100.0%	5.9%
Campagne Décoration	847	100.0%	1.6%	178	100.0%	0.7%	669	100.0%	2.5%	259	100.0%	1.5%
Cuisine et Vins de France	1217	100.0%	2.3%	437	100.0%	1.7%	781	100.0%	2.9%	404	100.0%	2.3%
Détente Jardin	1541	100.0%	2.9%	555	100.0%	2.2%	986	100.0%	3.6%	361	100.0%	2.0%
Détours en France	856	100.0%	1.6%	342	100.0%	1.4%	514	100.0%	1.9%	262	100.0%	1.5%
Elle à Table	1226	100.0%	2.3%	188	100.0%	0.7%	1038	100.0%	3.8%	453	100.0%	2.5%
Elle Décoration	2253	100.0%	4.3%	361	100.0%	1.4%	1892	100.0%	6.9%	874	100.0%	4.9%
Famille et Education	1002	100.0%	1.9%	242	100.0%	1.0%	760	100.0%	2.8%	546	100.0%	3.1%
Happinez	339	100.0%	0.6%	48	100.0%	0.2%	291	100.0%	1.1%	188	100.0%	1.1%
Le Journal de la Maison	1412	100.0%	2.7%	290	100.0%	1.2%	1122	100.0%	4.1%	413	100.0%	2.3%
Magicmaman	685	100.0%	1.3%	60	100.0%	0.2%	625	100.0%	2.3%	205	100.0%	1.1%
Maison Créative	1325	100.0%	2.5%	277	100.0%	1.1%	1048	100.0%	3.8%	407	100.0%	2.3%
Maison et Travaux	3005	100.0%	5.7%	1080	100.0%	4.3%	1925	100.0%	7.0%	990	100.0%	5.5%
Maisons Côté Ouest	964	100.0%	1.8%	306	100.0%	1.2%	658	100.0%	2.4%	431	100.0%	2.4%
Maisons Côté Sud	1057	100.0%	2.0%	311	100.0%	1.2%	746	100.0%	2.7%	504	100.0%	2.8%
Marie Claire Idées	1654	100.0%	3.2%	151	100.0%	0.6%	1503	100.0%	5.5%	525	100.0%	2.9%
Marie Claire Maison	1937	100.0%	3.7%	282	100.0%	1.1%	1654	100.0%	6.1%	676	100.0%	3.8%
Marmiton	5603	100.0%	10.7%	1818	100.0%	7.2%	3785	100.0%	13.9%	1745	100.0%	9.8%
Maxi Cuisine	1818	100.0%	3.5%	270	100.0%	1.1%	1548	100.0%	5.7%	437	100.0%	2.4%
Parents	1694	100.0%	3.2%	263	100.0%	1.0%	1431	100.0%	5.2%	589	100.0%	3.3%
Première	1026	100.0%	2.0%	540	100.0%	2.2%	486	100.0%	1.8%	491	100.0%	2.8%
Régál	746	100.0%	1.4%	199	100.0%	0.8%	547	100.0%	2.0%	260	100.0%	1.5%
Presse Magazine - TriMestriels												
Vies de Famille	4157	100.0%	7.9%	915	100.0%	3.6%	3242	100.0%	11.9%	1230	100.0%	6.9%