

Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Quotidienne - Titres												
20 minutes	4377	100.0%	8.6%	2297	100.0%	9.4%	2080	100.0%	7.8%	1876	100.0%	11.1%
L'Alsace - Le Pays	351	100.0%	0.7%	189	100.0%	0.8%	162	100.0%	0.6%	101	100.0%	0.6%
Aujourd'hui en France-Le Parisien	2439	100.0%	4.8%	1382	100.0%	5.6%	1057	100.0%	4.0%	830	100.0%	4.9%
Le Berry Républicain	103	100.0%	0.2%	50	100.0%	0.2%	53	100.0%	0.2%	23	100.0%	0.1%
Le Bien Public	196	100.0%	0.4%	99	100.0%	0.4%	97	100.0%	0.4%	42	100.0%	0.2%
Centre Presse - Le Journal de l'Aveyron	77	100.0%	0.1%	41	100.0%	0.2%	36	100.0%	0.1%	20	100.0%	0.1%
La Charente Libre	159	100.0%	0.3%	81	100.0%	0.3%	78	100.0%	0.3%	38	100.0%	0.2%
Corse Matin	173	100.0%	0.3%	91	100.0%	0.4%	82	100.0%	0.3%	53	100.0%	0.3%
Le Courrier de l'Ouest	340	100.0%	0.7%	191	100.0%	0.8%	149	100.0%	0.6%	72	100.0%	0.4%
Le Courrier Picard	301	100.0%	0.6%	151	100.0%	0.6%	150	100.0%	0.6%	77	100.0%	0.5%
La Croix	360	100.0%	0.7%	159	100.0%	0.7%	201	100.0%	0.8%	85	100.0%	0.5%
Le Dauphiné	978	100.0%	1.9%	494	100.0%	2.0%	484	100.0%	1.8%	230	100.0%	1.4%
La Dépêche du Midi	754	100.0%	1.5%	392	100.0%	1.6%	362	100.0%	1.4%	195	100.0%	1.1%
Direct Matin Ile de France	1612	100.0%	3.2%	794	100.0%	3.2%	817	100.0%	3.1%	736	100.0%	4.3%
Direct Matin National	2824	100.0%	5.5%	1405	100.0%	5.7%	1419	100.0%	5.3%	1163	100.0%	6.9%
Les DNA	548	100.0%	1.1%	292	100.0%	1.2%	255	100.0%	1.0%	139	100.0%	0.8%
L'Echo Républicain	129	100.0%	0.3%	64	100.0%	0.3%	65	100.0%	0.2%	32	100.0%	0.2%
Les Echos	444	100.0%	0.9%	283	100.0%	1.2%	161	100.0%	0.6%	269	100.0%	1.6%
L'Equipe	2206	100.0%	4.3%	1851	100.0%	7.6%	355	100.0%	1.3%	891	100.0%	5.3%
L'Est Républicain	581	100.0%	1.1%	290	100.0%	1.2%	291	100.0%	1.1%	134	100.0%	0.8%
Le Figaro	1187	100.0%	2.3%	685	100.0%	2.8%	503	100.0%	1.9%	486	100.0%	2.9%
L'Humanité	245	100.0%	0.5%	155	100.0%	0.6%	90	100.0%	0.3%	87	100.0%	0.5%
L'Indépendant	221	100.0%	0.4%	124	100.0%	0.5%	97	100.0%	0.4%	42	100.0%	0.2%
Le Journal de la Haute-Marne	84	100.0%	0.2%	43	100.0%	0.2%	41	100.0%	0.2%	16	100.0%	0.1%
Le Journal de Saône et Loire	206	100.0%	0.4%	94	100.0%	0.4%	112	100.0%	0.4%	40	100.0%	0.2%
Le Journal du Centre	110	100.0%	0.2%	59	100.0%	0.2%	51	100.0%	0.2%	20	100.0%	0.1%
Libération	941	100.0%	1.8%	593	100.0%	2.4%	348	100.0%	1.3%	509	100.0%	3.0%
Libération Champagne - L'Est Eclair	123	100.0%	0.2%	58	100.0%	0.2%	65	100.0%	0.2%	30	100.0%	0.2%
Le Maine Libre	159	100.0%	0.3%	78	100.0%	0.3%	82	100.0%	0.3%	28	100.0%	0.2%
Metro	2923	100.0%	5.7%	1537	100.0%	6.3%	1386	100.0%	5.2%	1169	100.0%	6.9%
Midi Libre	647	100.0%	1.3%	336	100.0%	1.4%	312	100.0%	1.2%	162	100.0%	1.0%
Le Monde	1922	100.0%	3.8%	1113	100.0%	4.5%	809	100.0%	3.0%	972	100.0%	5.7%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
La Montagne	641	100.0%	1.3%	315	100.0%	1.3%	326	100.0%	1.2%	134	100.0%	0.8%
Nice Matin	390	100.0%	0.8%	195	100.0%	0.8%	195	100.0%	0.7%	113	100.0%	0.7%
La Nouvelle République	650	100.0%	1.3%	312	100.0%	1.3%	338	100.0%	1.3%	140	100.0%	0.8%
Ouest-France	2551	100.0%	5.0%	1289	100.0%	5.3%	1262	100.0%	4.7%	636	100.0%	3.7%
Paris Courses - Bilto - Week-end	320	100.0%	0.6%	221	100.0%	0.9%	99	100.0%	0.4%	42	100.0%	0.2%
Paris Normandie	248	100.0%	0.5%	123	100.0%	0.5%	125	100.0%	0.5%	54	100.0%	0.3%
Paris Turf	263	100.0%	0.5%	197	100.0%	0.8%	66	100.0%	0.2%	48	100.0%	0.3%
Le Parisien IDFO	1726	100.0%	3.4%	959	100.0%	3.9%	767	100.0%	2.9%	620	100.0%	3.7%
Le Populaire du Centre	134	100.0%	0.3%	60	100.0%	0.2%	74	100.0%	0.3%	31	100.0%	0.2%
Le Progrès	851	100.0%	1.7%	461	100.0%	1.9%	390	100.0%	1.5%	191	100.0%	1.1%
La Provence	617	100.0%	1.2%	347	100.0%	1.4%	269	100.0%	1.0%	193	100.0%	1.1%
Le Républicain Lorrain	503	100.0%	1.0%	256	100.0%	1.0%	247	100.0%	0.9%	123	100.0%	0.7%
La République du Centre	191	100.0%	0.4%	90	100.0%	0.4%	101	100.0%	0.4%	46	100.0%	0.3%
Sud Ouest	1089	100.0%	2.1%	575	100.0%	2.3%	514	100.0%	1.9%	263	100.0%	1.5%
Le Télégramme	637	100.0%	1.2%	327	100.0%	1.3%	310	100.0%	1.2%	184	100.0%	1.1%
Tierce Magazine	238	100.0%	0.5%	151	100.0%	0.6%	87	100.0%	0.3%	29	100.0%	0.2%
L'Union - L'Ardennais	438	100.0%	0.9%	233	100.0%	1.0%	205	100.0%	0.8%	108	100.0%	0.6%
Var Matin	278	100.0%	0.5%	132	100.0%	0.5%	146	100.0%	0.5%	76	100.0%	0.5%
La Voix du Nord	1120	100.0%	2.2%	549	100.0%	2.2%	571	100.0%	2.1%	264	100.0%	1.6%
Vosges Matin	146	100.0%	0.3%	71	100.0%	0.3%	74	100.0%	0.3%	29	100.0%	0.2%
L'Yonne Républicaine	135	100.0%	0.3%	68	100.0%	0.3%	67	100.0%	0.3%	28	100.0%	0.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Quotidienne - Agrégats												
Groupe Ajef	4282	100.0%	8.4%	2185	100.0%	8.9%	2097	100.0%	7.9%	992	100.0%	5.8%
Groupe Bourgogne Rhône Alpes	2204	100.0%	4.3%	1132	100.0%	4.6%	1072	100.0%	4.0%	495	100.0%	2.9%
Groupe Centre France	1417	100.0%	2.8%	691	100.0%	2.8%	727	100.0%	2.7%	305	100.0%	1.8%
Groupe Centre France Publicité	1465	100.0%	2.9%	718	100.0%	2.9%	747	100.0%	2.8%	322	100.0%	1.9%
Groupe Centre Ouest	699	100.0%	1.4%	344	100.0%	1.4%	355	100.0%	1.3%	149	100.0%	0.9%
Groupe Champagne Ardennes	561	100.0%	1.1%	291	100.0%	1.2%	270	100.0%	1.0%	138	100.0%	0.8%
COM > Quotidiens	9748	100.0%	19.1%	4921	100.0%	20.1%	4826	100.0%	18.1%	2290	100.0%	13.5%
Groupe Dépêche	818	100.0%	1.6%	430	100.0%	1.8%	389	100.0%	1.5%	217	100.0%	1.3%
Groupe Est Bourgogne Medias	401	100.0%	0.8%	193	100.0%	0.8%	209	100.0%	0.8%	81	100.0%	0.5%
Groupe EuroSud	1424	100.0%	2.8%	747	100.0%	3.1%	676	100.0%	2.5%	419	100.0%	2.5%
Groupe Hersant Media	1984	100.0%	3.9%	1038	100.0%	4.2%	946	100.0%	3.5%	556	100.0%	3.3%
Groupe Journaux de l'Ouest	3092	100.0%	6.0%	1564	100.0%	6.4%	1528	100.0%	5.7%	738	100.0%	4.3%
Groupe Journaux de Loire	646	100.0%	1.3%	338	100.0%	1.4%	307	100.0%	1.2%	136	100.0%	0.8%
Groupe Journaux du Midi	905	100.0%	1.8%	478	100.0%	2.0%	427	100.0%	1.6%	214	100.0%	1.3%
Groupe Journaux du Sud-Ouest	1344	100.0%	2.6%	689	100.0%	2.8%	655	100.0%	2.5%	328	100.0%	1.9%
Groupe Nice Matin	827	100.0%	1.6%	413	100.0%	1.7%	415	100.0%	1.6%	238	100.0%	1.4%
Groupe Normandie	324	100.0%	0.6%	159	100.0%	0.7%	165	100.0%	0.6%	80	100.0%	0.5%
PQR66	18622	100.0%	36.4%	9526	100.0%	38.9%	9096	100.0%	34.1%	4684	100.0%	27.6%
PQR66 sans Aujourd'hui en France	18333	100.0%	35.9%	9362	100.0%	38.3%	8971	100.0%	33.7%	4597	100.0%	27.1%
Quotidiens Associés	7182	100.0%	14.1%	3680	100.0%	15.0%	3502	100.0%	13.1%	1797	100.0%	10.6%
Groupe Sud Ouest	2249	100.0%	4.4%	1167	100.0%	4.8%	1082	100.0%	4.1%	542	100.0%	3.2%
Total PQN+PQH	7788	100.0%	15.2%	4805	100.0%	19.6%	2983	100.0%	11.2%	3019	100.0%	17.8%
Total PQN hors PQH	7400	100.0%	14.5%	4570	100.0%	18.7%	2830	100.0%	10.6%	2967	100.0%	17.5%
Total PQUG	6032	100.0%	11.8%	3153	100.0%	12.9%	2879	100.0%	10.8%	2625	100.0%	15.5%
Groupe Voix du Nord	1509	100.0%	3.0%	739	100.0%	3.0%	771	100.0%	2.9%	348	100.0%	2.1%
Presse Hebdomadaire - Titres												
01net Micro Hebdo	801	100.0%	1.6%	643	100.0%	2.6%	158	100.0%	0.6%	315	100.0%	1.9%
A Nous Réseau	395	100.0%	0.8%	157	100.0%	0.6%	238	100.0%	0.9%	220	100.0%	1.3%
L'Argus	768	100.0%	1.5%	594	100.0%	2.4%	174	100.0%	0.7%	280	100.0%	1.7%
Aujourd'hui en France Dimanche-Le Parisien Dimanche	1922	100.0%	3.8%	1053	100.0%	4.3%	870	100.0%	3.3%	596	100.0%	3.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Auto Plus	2047	100.0%	4.0%	1614	100.0%	6.6%	433	100.0%	1.6%	744	100.0%	4.4%
Be	708	100.0%	1.4%	99	100.0%	0.4%	609	100.0%	2.3%	340	100.0%	2.0%
Challenges	585	100.0%	1.1%	346	100.0%	1.4%	239	100.0%	0.9%	251	100.0%	1.5%
Closer	3318	100.0%	6.5%	931	100.0%	3.8%	2387	100.0%	9.0%	1075	100.0%	6.3%
Corse Matin Dimanche	193	100.0%	0.4%	99	100.0%	0.4%	94	100.0%	0.4%	59	100.0%	0.3%
Le Courrier de l'Ouest Dimanche	297	100.0%	0.6%	157	100.0%	0.6%	141	100.0%	0.5%	54	100.0%	0.3%
Courrier International	887	100.0%	1.7%	468	100.0%	1.9%	419	100.0%	1.6%	475	100.0%	2.8%
Le Courrier Picard Dimanche	318	100.0%	0.6%	165	100.0%	0.7%	153	100.0%	0.6%	84	100.0%	0.5%
Le Dauphiné Dimanche	1213	100.0%	2.4%	595	100.0%	2.4%	619	100.0%	2.3%	293	100.0%	1.7%
La Dépêche du Dimanche	938	100.0%	1.8%	471	100.0%	1.9%	468	100.0%	1.8%	274	100.0%	1.6%
Les Dernières Nouvelles du Lundi	507	100.0%	1.0%	285	100.0%	1.2%	222	100.0%	0.8%	138	100.0%	0.8%
Dimanche Ouest-France	1928	100.0%	3.8%	988	100.0%	4.0%	939	100.0%	3.5%	562	100.0%	3.3%
Elle	2000	100.0%	3.9%	408	100.0%	1.7%	1592	100.0%	6.0%	957	100.0%	5.6%
L'Equipe Dimanche	2575	100.0%	5.0%	2065	100.0%	8.4%	509	100.0%	1.9%	963	100.0%	5.7%
L'Equipe Magazine	2196	100.0%	4.3%	1752	100.0%	7.2%	445	100.0%	1.7%	883	100.0%	5.2%
L'Express	2144	100.0%	4.2%	1192	100.0%	4.9%	952	100.0%	3.6%	844	100.0%	5.0%
Femme Actuelle	4967	100.0%	9.7%	1226	100.0%	5.0%	3742	100.0%	14.0%	1312	100.0%	7.7%
Le Figaro Magazine	1709	100.0%	3.3%	805	100.0%	3.3%	904	100.0%	3.4%	594	100.0%	3.5%
France Dimanche	1423	100.0%	2.8%	472	100.0%	1.9%	952	100.0%	3.6%	200	100.0%	1.2%
France Football	849	100.0%	1.7%	727	100.0%	3.0%	122	100.0%	0.5%	262	100.0%	1.5%
Gala	2160	100.0%	4.2%	538	100.0%	2.2%	1623	100.0%	6.1%	714	100.0%	4.2%
Grazia	840	100.0%	1.6%	142	100.0%	0.6%	697	100.0%	2.6%	416	100.0%	2.5%
La Haute Marne Dimanche	106	100.0%	0.2%	56	100.0%	0.2%	51	100.0%	0.2%	23	100.0%	0.1%
Ici Paris	1429	100.0%	2.8%	493	100.0%	2.0%	936	100.0%	3.5%	239	100.0%	1.4%
L'indépendant Dimanche	296	100.0%	0.6%	156	100.0%	0.6%	140	100.0%	0.5%	58	100.0%	0.3%
Le Journal de Saône et Loire Dimanche	250	100.0%	0.5%	107	100.0%	0.4%	143	100.0%	0.5%	57	100.0%	0.3%
Le Journal du Dimanche	1171	100.0%	2.3%	622	100.0%	2.5%	548	100.0%	2.1%	388	100.0%	2.3%
M. le Magazine du Monde	1483	100.0%	2.9%	814	100.0%	3.3%	669	100.0%	2.5%	700	100.0%	4.1%
Madame Figaro	1312	100.0%	2.6%	423	100.0%	1.7%	889	100.0%	3.3%	471	100.0%	2.8%
Marianne	1697	100.0%	3.3%	977	100.0%	4.0%	720	100.0%	2.7%	706	100.0%	4.2%
Maxi	2145	100.0%	4.2%	481	100.0%	2.0%	1664	100.0%	6.2%	420	100.0%	2.5%
Midi Libre Dimanche	803	100.0%	1.6%	422	100.0%	1.7%	381	100.0%	1.4%	206	100.0%	1.2%
La Montagne Dimanche	616	100.0%	1.2%	316	100.0%	1.3%	300	100.0%	1.1%	137	100.0%	0.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Nice Matin Dimanche	416	100.0%	0.8%	196	100.0%	0.8%	220	100.0%	0.8%	118	100.0%	0.7%
Nous Deux	1270	100.0%	2.5%	313	100.0%	1.3%	957	100.0%	3.6%	153	100.0%	0.9%
Le Nouvel Observateur	2418	100.0%	4.7%	1287	100.0%	5.3%	1131	100.0%	4.2%	988	100.0%	5.8%
La Nouvelle République du Dimanche	393	100.0%	0.8%	199	100.0%	0.8%	195	100.0%	0.7%	95	100.0%	0.6%
L'Officiel des Spectacles	472	100.0%	0.9%	185	100.0%	0.8%	287	100.0%	1.1%	198	100.0%	1.2%
Paris Match	3766	100.0%	7.4%	1468	100.0%	6.0%	2297	100.0%	8.6%	1141	100.0%	6.7%
Pariscope	300	100.0%	0.6%	140	100.0%	0.6%	160	100.0%	0.6%	144	100.0%	0.8%
Le Parisien IDFO Dimanche	1162	100.0%	2.3%	593	100.0%	2.4%	569	100.0%	2.1%	374	100.0%	2.2%
Pèlerin	871	100.0%	1.7%	316	100.0%	1.3%	555	100.0%	2.1%	137	100.0%	0.8%
Le Point	1977	100.0%	3.9%	1088	100.0%	4.4%	889	100.0%	3.3%	770	100.0%	4.5%
Point de Vue	906	100.0%	1.8%	234	100.0%	1.0%	671	100.0%	2.5%	184	100.0%	1.1%
Le Progrès Dimanche	1130	100.0%	2.2%	550	100.0%	2.3%	579	100.0%	2.2%	292	100.0%	1.7%
La Provence Dimanche	678	100.0%	1.3%	365	100.0%	1.5%	313	100.0%	1.2%	248	100.0%	1.5%
Public	2493	100.0%	4.9%	658	100.0%	2.7%	1835	100.0%	6.9%	873	100.0%	5.1%
Rustica	1172	100.0%	2.3%	456	100.0%	1.9%	716	100.0%	2.7%	211	100.0%	1.2%
Sud-Ouest Dimanche	1154	100.0%	2.3%	596	100.0%	2.4%	559	100.0%	2.1%	307	100.0%	1.8%
Télé 7 Jours	5418	100.0%	10.6%	2431	100.0%	9.9%	2987	100.0%	11.2%	1455	100.0%	8.6%
Télé Loisirs	4643	100.0%	9.1%	2091	100.0%	8.5%	2552	100.0%	9.6%	1440	100.0%	8.5%
Télé Magazine	934	100.0%	1.8%	424	100.0%	1.7%	509	100.0%	1.9%	248	100.0%	1.5%
Télé Poche	2454	100.0%	4.8%	1133	100.0%	4.6%	1321	100.0%	5.0%	586	100.0%	3.5%
Télé Star	4299	100.0%	8.4%	1883	100.0%	7.7%	2417	100.0%	9.1%	1158	100.0%	6.8%
Télé Z	5007	100.0%	9.8%	2237	100.0%	9.1%	2769	100.0%	10.4%	1150	100.0%	6.8%
Télé câble Sat Hebdo	1861	100.0%	3.6%	966	100.0%	3.9%	896	100.0%	3.4%	528	100.0%	3.1%
Le Télégramme Dimanche	540	100.0%	1.1%	274	100.0%	1.1%	265	100.0%	1.0%	156	100.0%	0.9%
Télérama	2521	100.0%	4.9%	1178	100.0%	4.8%	1343	100.0%	5.0%	1311	100.0%	7.7%
TV Magazine	15866	100.0%	31.0%	7508	100.0%	30.7%	8358	100.0%	31.4%	3915	100.0%	23.1%
L'Union - L'Ardennais Dimanche	393	100.0%	0.8%	190	100.0%	0.8%	203	100.0%	0.8%	81	100.0%	0.5%
Var Matin Dimanche	347	100.0%	0.7%	165	100.0%	0.7%	182	100.0%	0.7%	95	100.0%	0.6%
Version Femina	8109	100.0%	15.9%	2902	100.0%	11.9%	5207	100.0%	19.5%	1956	100.0%	11.5%
La Vie	643	100.0%	1.3%	259	100.0%	1.1%	384	100.0%	1.4%	150	100.0%	0.9%
Voici	3332	100.0%	6.5%	983	100.0%	4.0%	2349	100.0%	8.8%	1011	100.0%	6.0%
La Voix du Nord Lundi	1280	100.0%	2.5%	649	100.0%	2.7%	630	100.0%	2.4%	314	100.0%	1.9%
VSD	1073	100.0%	2.1%	497	100.0%	2.0%	576	100.0%	2.2%	342	100.0%	2.0%

Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Hebdomadaire - Agrégats												
Groupe Bourgogne Rhône Alpes Dimanche	2683	100.0%	5.2%	1303	100.0%	5.3%	1380	100.0%	5.2%	666	100.0%	3.9%
Groupe Centre France	257	100.0%	0.5%	137	100.0%	0.6%	121	100.0%	0.5%	68	100.0%	0.4%
Groupe Centre France Dimanche	938	100.0%	1.8%	481	100.0%	2.0%	456	100.0%	1.7%	218	100.0%	1.3%
Groupe Champagne Ardennes Dimanche	509	100.0%	1.0%	244	100.0%	1.0%	266	100.0%	1.0%	114	100.0%	0.7%
Complément'R	4727	100.0%	9.2%	2319	100.0%	9.5%	2408	100.0%	9.0%	1164	100.0%	6.9%
Groupe Dépêche Dimanche	1351	100.0%	2.6%	679	100.0%	2.8%	672	100.0%	2.5%	373	100.0%	2.2%
Editions du 7ème jour de la PQR	16829	100.0%	32.9%	8525	100.0%	34.9%	8304	100.0%	31.2%	4402	100.0%	25.9%
Editions du 7ème jour de la PQR sans Auj.en France	16606	100.0%	32.5%	8382	100.0%	34.3%	8223	100.0%	30.8%	4339	100.0%	25.6%
Groupe Est Bourgogne Medias Dimanche	399	100.0%	0.8%	188	100.0%	0.8%	211	100.0%	0.8%	93	100.0%	0.6%
Groupe Eurosud Dimanche	1554	100.0%	3.0%	783	100.0%	3.2%	770	100.0%	2.9%	482	100.0%	2.8%
HebdosCom	2065	100.0%	4.0%	1004	100.0%	4.1%	1061	100.0%	4.0%	504	100.0%	3.0%
Groupe Journaux de l'Ouest Dimanche	2370	100.0%	4.6%	1210	100.0%	4.9%	1160	100.0%	4.4%	636	100.0%	3.8%
Groupe Journaux de la Loire Dimanche	586	100.0%	1.1%	292	100.0%	1.2%	294	100.0%	1.1%	115	100.0%	0.7%
Groupe Journaux du Midi Dimanche	1096	100.0%	2.1%	575	100.0%	2.4%	520	100.0%	2.0%	259	100.0%	1.5%
Groupe Nice Matin Dimanche	915	100.0%	1.8%	440	100.0%	1.8%	475	100.0%	1.8%	259	100.0%	1.5%
PHR National	6678	100.0%	13.1%	3233	100.0%	13.2%	3445	100.0%	12.9%	1694	100.0%	10.0%
PHR National +	7092	100.0%	13.9%	3577	100.0%	14.6%	3515	100.0%	13.2%	1836	100.0%	10.8%
PHR Week-End	5287	100.0%	10.3%	2565	100.0%	10.5%	2722	100.0%	10.2%	1352	100.0%	8.0%
PQN Editions du 7ème jour y.c. JDD	4774	100.0%	9.3%	3071	100.0%	12.6%	1703	100.0%	6.4%	1673	100.0%	9.9%
PubliHebdos	2105	100.0%	4.1%	1016	100.0%	4.2%	1089	100.0%	4.1%	514	100.0%	3.0%
Régie Nord	766	100.0%	1.5%	347	100.0%	1.4%	419	100.0%	1.6%	178	100.0%	1.0%
Total PHR	7499	100.0%	14.7%	3765	100.0%	15.4%	3734	100.0%	14.0%	1957	100.0%	11.5%
Voix du Nord	592	100.0%	1.2%	277	100.0%	1.1%	316	100.0%	1.2%	130	100.0%	0.8%

Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Magazine - BiMensuels												
L'Auto-Journal	1171	100.0%	2.3%	991	100.0%	4.1%	181	100.0%	0.7%	490	100.0%	2.9%
Oops !	2236	100.0%	4.4%	625	100.0%	2.6%	1611	100.0%	6.0%	698	100.0%	4.1%
Télé 2 Semaines	4441	100.0%	8.7%	1928	100.0%	7.9%	2513	100.0%	9.4%	1218	100.0%	7.2%
TV Grandes Chaînes	2788	100.0%	5.5%	1192	100.0%	4.9%	1595	100.0%	6.0%	855	100.0%	5.0%
Vie Pratique Gourmand	944	100.0%	1.8%	234	100.0%	1.0%	710	100.0%	2.7%	344	100.0%	2.0%
Vocable	406	100.0%	0.8%	183	100.0%	0.7%	223	100.0%	0.8%	223	100.0%	1.3%
Presse Magazine - Mensuels												
01net L'Ordinateur Individuel	1071	100.0%	2.1%	873	100.0%	3.6%	198	100.0%	0.7%	491	100.0%	2.9%
Alternatives Economiques	819	100.0%	1.6%	439	100.0%	1.8%	380	100.0%	1.4%	460	100.0%	2.7%
L'Ami des Jardins et de la Maison	1350	100.0%	2.6%	486	100.0%	2.0%	864	100.0%	3.2%	372	100.0%	2.2%
Auto Moto	2278	100.0%	4.5%	1862	100.0%	7.6%	417	100.0%	1.6%	767	100.0%	4.5%
L'Automobile Magazine	2092	100.0%	4.1%	1681	100.0%	6.9%	411	100.0%	1.5%	809	100.0%	4.8%
Avantages	1861	100.0%	3.6%	243	100.0%	1.0%	1618	100.0%	6.1%	679	100.0%	4.0%
Biba	1100	100.0%	2.2%	129	100.0%	0.5%	971	100.0%	3.6%	562	100.0%	3.3%
Bien-Être et Santé	1208	100.0%	2.4%	272	100.0%	1.1%	936	100.0%	3.5%	239	100.0%	1.4%
Ca M'Intéresse	3150	100.0%	6.2%	1468	100.0%	6.0%	1682	100.0%	6.3%	1215	100.0%	7.2%
CanalSat Le Mag	7410	100.0%	14.5%	4086	100.0%	16.7%	3325	100.0%	12.5%	2641	100.0%	15.6%
Capital	1915	100.0%	3.7%	1058	100.0%	4.3%	857	100.0%	3.2%	920	100.0%	5.4%
Le Chasseur Français	1718	100.0%	3.4%	1110	100.0%	4.5%	607	100.0%	2.3%	350	100.0%	2.1%
Cosmopolitan	1832	100.0%	3.6%	287	100.0%	1.2%	1546	100.0%	5.8%	905	100.0%	5.3%
Cuisine Actuelle	3893	100.0%	7.6%	808	100.0%	3.3%	3085	100.0%	11.6%	1293	100.0%	7.6%
Dossier Familial	2044	100.0%	4.0%	788	100.0%	3.2%	1256	100.0%	4.7%	584	100.0%	3.4%
Enfant Magazine	1389	100.0%	2.7%	234	100.0%	1.0%	1155	100.0%	4.3%	490	100.0%	2.9%
Enjeux les Echos	730	100.0%	1.4%	452	100.0%	1.8%	278	100.0%	1.0%	407	100.0%	2.4%
L'Entreprise	352	100.0%	0.7%	249	100.0%	1.0%	103	100.0%	0.4%	215	100.0%	1.3%
L'Expansion	492	100.0%	1.0%	305	100.0%	1.2%	187	100.0%	0.7%	217	100.0%	1.3%
Femme Actuelle Jeux	2246	100.0%	4.4%	545	100.0%	2.2%	1701	100.0%	6.4%	578	100.0%	3.4%
FHM	548	100.0%	1.1%	442	100.0%	1.8%	106	100.0%	0.4%	232	100.0%	1.4%
Géo	4268	100.0%	8.4%	2157	100.0%	8.8%	2112	100.0%	7.9%	1715	100.0%	10.1%
Glamour	1553	100.0%	3.0%	194	100.0%	0.8%	1359	100.0%	5.1%	695	100.0%	4.1%
GQ	382	100.0%	0.7%	272	100.0%	1.1%	109	100.0%	0.4%	224	100.0%	1.3%
Guide Cuisine	1007	100.0%	2.0%	295	100.0%	1.2%	712	100.0%	2.7%	268	100.0%	1.6%
Historia	1221	100.0%	2.4%	703	100.0%	2.9%	519	100.0%	1.9%	439	100.0%	2.6%
Intérêts Privés	391	100.0%	0.8%	198	100.0%	0.8%	194	100.0%	0.7%	90	100.0%	0.5%

Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Management	403	100.0%	0.8%	256	100.0%	1.0%	147	100.0%	0.6%	266	100.0%	1.6%
Marie Claire	2855	100.0%	5.6%	482	100.0%	2.0%	2373	100.0%	8.9%	1096	100.0%	6.5%
Marie France	1416	100.0%	2.8%	239	100.0%	1.0%	1177	100.0%	4.4%	447	100.0%	2.6%
Média Cuisine	4259	100.0%	8.3%	969	100.0%	4.0%	3289	100.0%	12.3%	1380	100.0%	8.1%
Midi Olympique Magazine	742	100.0%	1.5%	580	100.0%	2.4%	162	100.0%	0.6%	278	100.0%	1.6%
Mieux Vivre Votre Argent	952	100.0%	1.9%	538	100.0%	2.2%	414	100.0%	1.6%	375	100.0%	2.2%
Modes et Travaux	2606	100.0%	5.1%	423	100.0%	1.7%	2183	100.0%	8.2%	711	100.0%	4.2%
Mon Jardin et ma Maison	1687	100.0%	3.3%	541	100.0%	2.2%	1146	100.0%	4.3%	541	100.0%	3.2%
Le Monde Diplomatique	1038	100.0%	2.0%	615	100.0%	2.5%	423	100.0%	1.6%	502	100.0%	3.0%
National Geographic	1683	100.0%	3.3%	1016	100.0%	4.2%	667	100.0%	2.5%	760	100.0%	4.5%
Notre Temps	3621	100.0%	7.1%	1053	100.0%	4.3%	2568	100.0%	9.6%	444	100.0%	2.6%
Onze - Mondial	776	100.0%	1.5%	665	100.0%	2.7%	112	100.0%	0.4%	232	100.0%	1.4%
Parents	2071	100.0%	4.1%	461	100.0%	1.9%	1610	100.0%	6.0%	755	100.0%	4.4%
Le Particulier	1580	100.0%	3.1%	823	100.0%	3.4%	756	100.0%	2.8%	494	100.0%	2.9%
Pleine Vie	2931	100.0%	5.7%	715	100.0%	2.9%	2217	100.0%	8.3%	379	100.0%	2.2%
Plus	6905	100.0%	13.5%	3971	100.0%	16.2%	2933	100.0%	11.0%	2879	100.0%	17.0%
Première	1074	100.0%	2.1%	553	100.0%	2.3%	521	100.0%	2.0%	548	100.0%	3.2%
Prima	1986	100.0%	3.9%	256	100.0%	1.0%	1730	100.0%	6.5%	573	100.0%	3.4%
Psychologies Magazine	2631	100.0%	5.1%	781	100.0%	3.2%	1850	100.0%	6.9%	1323	100.0%	7.8%
Questions de Femmes	578	100.0%	1.1%	84	100.0%	0.3%	494	100.0%	1.9%	164	100.0%	1.0%
Réponse à Tout !	1168	100.0%	2.3%	557	100.0%	2.3%	611	100.0%	2.3%	430	100.0%	2.5%
Le Revenu Placements	500	100.0%	1.0%	318	100.0%	1.3%	181	100.0%	0.7%	196	100.0%	1.2%
La Revue Nationale de la Chasse	786	100.0%	1.5%	548	100.0%	2.2%	238	100.0%	0.9%	152	100.0%	0.9%
Rock and Folk	623	100.0%	1.2%	410	100.0%	1.7%	213	100.0%	0.8%	289	100.0%	1.7%
Santé Magazine	3338	100.0%	6.5%	832	100.0%	3.4%	2506	100.0%	9.4%	939	100.0%	5.5%
Science et Vie	3683	100.0%	7.2%	2160	100.0%	8.8%	1522	100.0%	5.7%	1702	100.0%	10.0%
Sciences et Avenir	2487	100.0%	4.9%	1508	100.0%	6.2%	979	100.0%	3.7%	1080	100.0%	6.4%
Sélection Reader's Digest	902	100.0%	1.8%	398	100.0%	1.6%	504	100.0%	1.9%	139	100.0%	0.8%
Sport Auto	1020	100.0%	2.0%	881	100.0%	3.6%	139	100.0%	0.5%	324	100.0%	1.9%
Studio Magazine - Ciné Live	855	100.0%	1.7%	501	100.0%	2.0%	355	100.0%	1.3%	438	100.0%	2.6%
Système D	1152	100.0%	2.3%	693	100.0%	2.8%	459	100.0%	1.7%	412	100.0%	2.4%
Télé 7 Jeux	2772	100.0%	5.4%	1090	100.0%	4.5%	1682	100.0%	6.3%	693	100.0%	4.1%
Tennis Magazine	353	100.0%	0.7%	238	100.0%	1.0%	115	100.0%	0.4%	139	100.0%	0.8%
TGV Magazine	1126	100.0%	2.2%	622	100.0%	2.5%	504	100.0%	1.9%	633	100.0%	3.7%
Top Santé	3030	100.0%	5.9%	718	100.0%	2.9%	2313	100.0%	8.7%	848	100.0%	5.0%
Vogue	1290	100.0%	2.5%	278	100.0%	1.1%	1012	100.0%	3.8%	559	100.0%	3.3%

Synthèse des résultats par périodicité



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Magazine - BiMestriels												
AD Architectural Digest	483	100.0%	0.9%	200	100.0%	0.8%	284	100.0%	1.1%	328	100.0%	1.9%
Art et Décoration	3291	100.0%	6.4%	1077	100.0%	4.4%	2215	100.0%	8.3%	1311	100.0%	7.7%
Campagne Décoration	703	100.0%	1.4%	156	100.0%	0.6%	547	100.0%	2.1%	273	100.0%	1.6%
Cuisine et Vins de France	1326	100.0%	2.6%	527	100.0%	2.2%	799	100.0%	3.0%	518	100.0%	3.1%
Détente Jardin	1562	100.0%	3.1%	572	100.0%	2.3%	991	100.0%	3.7%	398	100.0%	2.3%
Détours en France	838	100.0%	1.6%	323	100.0%	1.3%	515	100.0%	1.9%	265	100.0%	1.6%
Du Côté de Chez Vous	2483	100.0%	4.9%	1023	100.0%	4.2%	1460	100.0%	5.5%	953	100.0%	5.6%
Elle à Table	1138	100.0%	2.2%	229	100.0%	0.9%	909	100.0%	3.4%	538	100.0%	3.2%
Elle Décoration	2151	100.0%	4.2%	407	100.0%	1.7%	1745	100.0%	6.5%	937	100.0%	5.5%
Famili	1310	100.0%	2.6%	194	100.0%	0.8%	1115	100.0%	4.2%	452	100.0%	2.7%
Famille et Education	978	100.0%	1.9%	275	100.0%	1.1%	703	100.0%	2.6%	489	100.0%	2.9%
Gala Gourmand	380	100.0%	0.7%	94	100.0%	0.4%	286	100.0%	1.1%	79	100.0%	0.5%
Infobébés	971	100.0%	1.9%	157	100.0%	0.6%	814	100.0%	3.1%	360	100.0%	2.1%
InfoBébés-InfoCrèche	1210	100.0%	2.4%	209	100.0%	0.9%	1000	100.0%	3.8%	450	100.0%	2.7%
Infocrèche	568	100.0%	1.1%	105	100.0%	0.4%	463	100.0%	1.7%	224	100.0%	1.3%
Investir Magazine	474	100.0%	0.9%	342	100.0%	1.4%	132	100.0%	0.5%	184	100.0%	1.1%
Le Journal de la Maison	1310	100.0%	2.6%	304	100.0%	1.2%	1006	100.0%	3.8%	582	100.0%	3.4%
Maison Créative	1223	100.0%	2.4%	300	100.0%	1.2%	923	100.0%	3.5%	499	100.0%	2.9%
Maison et Travaux	2865	100.0%	5.6%	1104	100.0%	4.5%	1760	100.0%	6.6%	1131	100.0%	6.7%
Maison Française	514	100.0%	1.0%	150	100.0%	0.6%	363	100.0%	1.4%	231	100.0%	1.4%
Maison Magazine	1175	100.0%	2.3%	388	100.0%	1.6%	786	100.0%	2.9%	502	100.0%	3.0%
Maisons Côté Ouest	871	100.0%	1.7%	249	100.0%	1.0%	621	100.0%	2.3%	483	100.0%	2.8%
Maisons Côté Sud	970	100.0%	1.9%	274	100.0%	1.1%	695	100.0%	2.6%	487	100.0%	2.9%
Marie Claire Idées	1927	100.0%	3.8%	269	100.0%	1.1%	1659	100.0%	6.2%	804	100.0%	4.7%
Marie Claire Maison	1956	100.0%	3.8%	359	100.0%	1.5%	1598	100.0%	6.0%	791	100.0%	4.7%
Maxi Cuisine	1508	100.0%	3.0%	257	100.0%	1.0%	1252	100.0%	4.7%	473	100.0%	2.8%
Prima Maison	770	100.0%	1.5%	98	100.0%	0.4%	672	100.0%	2.5%	278	100.0%	1.6%
Régal	619	100.0%	1.2%	177	100.0%	0.7%	441	100.0%	1.7%	279	100.0%	1.6%
Viva Déco	460	100.0%	0.9%	74	100.0%	0.3%	386	100.0%	1.4%	176	100.0%	1.0%
Votre Beauté	563	100.0%	1.1%	47	100.0%	0.2%	516	100.0%	1.9%	128	100.0%	0.8%
Presse Magazine - TriMestriels												
Maisons Côté Est	453	100.0%	0.9%	137	100.0%	0.6%	317	100.0%	1.2%	227	100.0%	1.3%
Live par IKEA Family	4127	100.0%	8.1%	1451	100.0%	5.9%	2676	100.0%	10.0%	1789	100.0%	10.5%