

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 - Le Pays	344	100.0%	0.7%	175	100.0%	0.7%	169	100.0%	0.6%	88	100.0%	0.5%
Le Berry Républicain	115	100.0%	0.2%	54	100.0%	0.2%	61	100.0%	0.2%	24	100.0%	0.1%
Le Bien Public	213	100.0%	0.4%	110	100.0%	0.5%	103	100.0%	0.4%	50	100.0%	0.3%
Centre Presse Aveyron	89	100.0%	0.2%	40	100.0%	0.2%	48	100.0%	0.2%	25	100.0%	0.1%
La Charente Libre	156	100.0%	0.3%	76	100.0%	0.3%	80	100.0%	0.3%	41	100.0%	0.2%
Corse Matin	161	100.0%	0.3%	85	100.0%	0.3%	75	100.0%	0.3%	54	100.0%	0.3%
Le Courrier de l'Ouest	358	100.0%	0.7%	180	100.0%	0.7%	179	100.0%	0.7%	80	100.0%	0.5%
Le Courrier Picard	308	100.0%	0.6%	157	100.0%	0.6%	151	100.0%	0.6%	67	100.0%	0.4%
Le Dauphiné	991	100.0%	1.9%	514	100.0%	2.1%	477	100.0%	1.8%	252	100.0%	1.5%
La Dépêche du Midi	784	100.0%	1.5%	413	100.0%	1.7%	371	100.0%	1.4%	204	100.0%	1.2%
Les DNA	556	100.0%	1.1%	286	100.0%	1.2%	270	100.0%	1.0%	124	100.0%	0.7%
L'Est Républicain	599	100.0%	1.2%	295	100.0%	1.2%	303	100.0%	1.1%	138	100.0%	0.8%
L'Indépendant	232	100.0%	0.5%	121	100.0%	0.5%	110	100.0%	0.4%	60	100.0%	0.4%
Le Journal de la Haute-Marne	86	100.0%	0.2%	39	100.0%	0.2%	48	100.0%	0.2%	18	100.0%	0.1%
Le Journal de Saône et Loire	196	100.0%	0.4%	93	100.0%	0.4%	103	100.0%	0.4%	37	100.0%	0.2%
Le Journal du Centre	110	100.0%	0.2%	56	100.0%	0.2%	55	100.0%	0.2%	20	100.0%	0.1%
Le Maine Libre	170	100.0%	0.3%	86	100.0%	0.4%	84	100.0%	0.3%	41	100.0%	0.2%
Midi Libre	626	100.0%	1.2%	314	100.0%	1.3%	312	100.0%	1.2%	159	100.0%	0.9%
La Montagne	626	100.0%	1.2%	314	100.0%	1.3%	312	100.0%	1.2%	136	100.0%	0.8%
Nice Matin	410	100.0%	0.8%	212	100.0%	0.9%	199	100.0%	0.7%	124	100.0%	0.7%
La Nouvelle République	628	100.0%	1.2%	307	100.0%	1.3%	321	100.0%	1.2%	121	100.0%	0.7%
Ouest-France	2539	100.0%	5.0%	1278	100.0%	5.2%	1261	100.0%	4.7%	626	100.0%	3.7%
Paris Normandie	257	100.0%	0.5%	122	100.0%	0.5%	135	100.0%	0.5%	54	100.0%	0.3%
Le Populaire du Centre	124	100.0%	0.2%	59	100.0%	0.2%	65	100.0%	0.2%	32	100.0%	0.2%
Le Progrès	853	100.0%	1.7%	448	100.0%	1.8%	405	100.0%	1.5%	219	100.0%	1.3%
La Provence	640	100.0%	1.3%	361	100.0%	1.5%	279	100.0%	1.0%	173	100.0%	1.0%
Le Républicain Lorrain	504	100.0%	1.0%	247	100.0%	1.0%	256	100.0%	1.0%	109	100.0%	0.6%
La République du Centre	175	100.0%	0.3%	79	100.0%	0.3%	96	100.0%	0.4%	45	100.0%	0.3%
Sud Ouest	1132	100.0%	2.2%	568	100.0%	2.3%	564	100.0%	2.1%	262	100.0%	1.5%
Le Télégramme	655	100.0%	1.3%	336	100.0%	1.4%	319	100.0%	1.2%	195	100.0%	1.2%
L'Union - L'Ardenne	429	100.0%	0.8%	216	100.0%	0.9%	213	100.0%	0.8%	100	100.0%	0.6%
Var Matin	280	100.0%	0.5%	145	100.0%	0.6%	136	100.0%	0.5%	70	100.0%	0.4%
La Voix du Nord	1158	100.0%	2.3%	573	100.0%	2.3%	585	100.0%	2.2%	267	100.0%	1.6%
Vosges Matin	152	100.0%	0.3%	84	100.0%	0.3%	69	100.0%	0.3%	29	100.0%	0.2%
L'Yonne Républicaine	125	100.0%	0.2%	61	100.0%	0.3%	64	100.0%	0.2%	23	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 Ajef	4326	100.0%	8.5%	2189	100.0%	8.9%	2137	100.0%	8.0%	1019	100.0%	6.0%
Groupe Bourgogne Rhône Alpes	2227	100.0%	4.4%	1150	100.0%	4.7%	1077	100.0%	4.0%	551	100.0%	3.3%
Groupe Centre France	1360	100.0%	2.7%	663	100.0%	2.7%	696	100.0%	2.6%	296	100.0%	1.7%
Groupe Centre France Publicité	1415	100.0%	2.8%	694	100.0%	2.8%	722	100.0%	2.7%	310	100.0%	1.8%
Groupe Centre Ouest	686	100.0%	1.3%	345	100.0%	1.4%	341	100.0%	1.3%	129	100.0%	0.8%
Groupe Champagne Ardennes	557	100.0%	1.1%	280	100.0%	1.1%	278	100.0%	1.0%	130	100.0%	0.8%
COM > Quotidiens	9783	100.0%	19.1%	4873	100.0%	19.9%	4910	100.0%	18.4%	2257	100.0%	13.3%
Groupe Dépêche	838	100.0%	1.6%	441	100.0%	1.8%	398	100.0%	1.5%	218	100.0%	1.3%
Groupe Est Bourgogne Medias	407	100.0%	0.8%	202	100.0%	0.8%	205	100.0%	0.8%	86	100.0%	0.5%
Groupe Hersant Media	1453	100.0%	2.8%	778	100.0%	3.2%	674	100.0%	2.5%	401	100.0%	2.4%
Groupe Journaux de l'Ouest	3101	100.0%	6.1%	1543	100.0%	6.3%	1558	100.0%	5.8%	734	100.0%	4.3%
Groupe Journaux de Loire	686	100.0%	1.3%	341	100.0%	1.4%	345	100.0%	1.3%	157	100.0%	0.9%
Groupe Journaux du Midi	894	100.0%	1.7%	450	100.0%	1.8%	444	100.0%	1.7%	227	100.0%	1.3%
Groupe Journaux du Sud-Ouest	1387	100.0%	2.7%	689	100.0%	2.8%	699	100.0%	2.6%	326	100.0%	1.9%
Libération Champagne - L'Est Eclair	129	100.0%	0.3%	64	100.0%	0.3%	65	100.0%	0.2%	29	100.0%	0.2%
Groupe Nice Matin	833	100.0%	1.6%	433	100.0%	1.8%	400	100.0%	1.5%	237	100.0%	1.4%
Groupe Normandie	341	100.0%	0.7%	160	100.0%	0.7%	181	100.0%	0.7%	72	100.0%	0.4%
PQR66	18816	100.0%	36.8%	9516	100.0%	38.9%	9300	100.0%	34.9%	4652	100.0%	27.4%
PQR66 sans Aujourd'hui en France	18503	100.0%	36.2%	9348	100.0%	38.2%	9155	100.0%	34.3%	4567	100.0%	26.9%
Quotidiens Associés	7284	100.0%	14.2%	3710	100.0%	15.2%	3574	100.0%	13.4%	1802	100.0%	10.6%
Groupe Sud Ouest	2280	100.0%	4.5%	1137	100.0%	4.6%	1143	100.0%	4.3%	552	100.0%	3.3%
Groupe Voix du Nord	2095	100.0%	4.1%	1037	100.0%	4.2%	1057	100.0%	4.0%	476	100.0%	2.8%

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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	182	100.0%	0.4%	95	100.0%	0.4%	87	100.0%	0.3%	65	100.0%	0.4%
Le Courrier de l'Ouest Dimanche	292	100.0%	0.6%	136	100.0%	0.6%	157	100.0%	0.6%	72	100.0%	0.4%
Le Courrier Picard Dimanche	351	100.0%	0.7%	185	100.0%	0.8%	166	100.0%	0.6%	84	100.0%	0.5%
Le Dauphiné Dimanche	1289	100.0%	2.5%	653	100.0%	2.7%	636	100.0%	2.4%	328	100.0%	1.9%
La Dépêche du Dimanche	922	100.0%	1.8%	469	100.0%	1.9%	453	100.0%	1.7%	260	100.0%	1.5%
Les Dernières Nouvelles du Lundi	508	100.0%	1.0%	272	100.0%	1.1%	236	100.0%	0.9%	128	100.0%	0.8%
Dimanche Ouest-France	1910	100.0%	3.7%	974	100.0%	4.0%	935	100.0%	3.5%	521	100.0%	3.1%
L'indépendant Dimanche	301	100.0%	0.6%	155	100.0%	0.6%	146	100.0%	0.5%	80	100.0%	0.5%
Midi Libre Dimanche	783	100.0%	1.5%	402	100.0%	1.6%	382	100.0%	1.4%	200	100.0%	1.2%
La Montagne Dimanche	658	100.0%	1.3%	316	100.0%	1.3%	342	100.0%	1.3%	152	100.0%	0.9%
Nice Matin Dimanche	430	100.0%	0.8%	205	100.0%	0.8%	225	100.0%	0.8%	130	100.0%	0.8%
La Nouvelle République du Dimanche	397	100.0%	0.8%	211	100.0%	0.9%	185	100.0%	0.7%	88	100.0%	0.5%
Le Progrès Dimanche	1099	100.0%	2.2%	551	100.0%	2.3%	548	100.0%	2.1%	296	100.0%	1.7%
La Provence Dimanche	734	100.0%	1.4%	410	100.0%	1.7%	324	100.0%	1.2%	232	100.0%	1.4%
Sud-Ouest Dimanche	1161	100.0%	2.3%	569	100.0%	2.3%	592	100.0%	2.2%	312	100.0%	1.8%
Le Télégramme Dimanche	539	100.0%	1.1%	281	100.0%	1.1%	258	100.0%	1.0%	165	100.0%	1.0%
L'Union - L'Ardennais Dimanche	396	100.0%	0.8%	192	100.0%	0.8%	204	100.0%	0.8%	93	100.0%	0.5%
Var Matin Dimanche	342	100.0%	0.7%	166	100.0%	0.7%	176	100.0%	0.7%	96	100.0%	0.6%
La Voix du Nord Lundi	1340	100.0%	2.6%	654	100.0%	2.7%	686	100.0%	2.6%	340	100.0%	2.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Quotidienne Régionale du 7ème jour - Agrégats												
7ème jour de la PQR	17031	100.0%	33.3%	8509	100.0%	34.8%	8522	100.0%	32.0%	4448	100.0%	26.2%
7ème jour de la PQR sans Auj.en France	16809	100.0%	32.9%	8389	100.0%	34.3%	8420	100.0%	31.6%	4378	100.0%	25.8%
Groupe Bourgogne Rhône Alpes Dimanche	2715	100.0%	5.3%	1361	100.0%	5.6%	1354	100.0%	5.1%	708	100.0%	4.2%
Groupe Centre France Dimanche	955	100.0%	1.9%	474	100.0%	1.9%	481	100.0%	1.8%	233	100.0%	1.4%
Groupe Champagne Ardennes Dimanche	509	100.0%	1.0%	251	100.0%	1.0%	258	100.0%	1.0%	121	100.0%	0.7%
Groupe Dépêche Dimanche	1338	100.0%	2.6%	689	100.0%	2.8%	649	100.0%	2.4%	353	100.0%	2.1%
Groupe Est Bourgogne Medias Dimanche	375	100.0%	0.7%	186	100.0%	0.8%	189	100.0%	0.7%	91	100.0%	0.5%
Groupe GHM Dimanche	1600	100.0%	3.1%	819	100.0%	3.3%	781	100.0%	2.9%	487	100.0%	2.9%
Groupe Journaux de l'Ouest Dimanche	2359	100.0%	4.6%	1180	100.0%	4.8%	1179	100.0%	4.4%	620	100.0%	3.7%
Groupe Journaux de la Loire Dimanche	579	100.0%	1.1%	277	100.0%	1.1%	302	100.0%	1.1%	137	100.0%	0.8%
Groupe Journaux du Midi Dimanche	1080	100.0%	2.1%	553	100.0%	2.3%	528	100.0%	2.0%	269	100.0%	1.6%
Groupe Nice Matin Dimanche	910	100.0%	1.8%	442	100.0%	1.8%	467	100.0%	1.8%	273	100.0%	1.6%
Presse Quotidienne Nationale												
Total PQN+PQH (Agrégat)	7799	100.0%	15.3%	4879	100.0%	19.9%	2920	100.0%	11.0%	2964	100.0%	17.5%
Total PQN hors PQH (Agrégat)	7462	100.0%	14.6%	4664	100.0%	19.1%	2798	100.0%	10.5%	2920	100.0%	17.2%
Aujourd'hui en France-Le Parisien	2537	100.0%	5.0%	1415	100.0%	5.8%	1122	100.0%	4.2%	826	100.0%	4.9%
La Croix	373	100.0%	0.7%	176	100.0%	0.7%	197	100.0%	0.7%	97	100.0%	0.6%
Les Echos	445	100.0%	0.9%	309	100.0%	1.3%	137	100.0%	0.5%	280	100.0%	1.7%
L'Equipe	2175	100.0%	4.3%	1837	100.0%	7.5%	338	100.0%	1.3%	851	100.0%	5.0%
Le Figaro	1233	100.0%	2.4%	714	100.0%	2.9%	519	100.0%	1.9%	504	100.0%	3.0%
L'Humanité	284	100.0%	0.6%	168	100.0%	0.7%	116	100.0%	0.4%	92	100.0%	0.5%
Libération	863	100.0%	1.7%	551	100.0%	2.3%	312	100.0%	1.2%	455	100.0%	2.7%
Le Monde	1861	100.0%	3.6%	1147	100.0%	4.7%	714	100.0%	2.7%	931	100.0%	5.5%
Le Parisien IDFO	1767	100.0%	3.5%	968	100.0%	4.0%	798	100.0%	3.0%	619	100.0%	3.6%

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Presse Hippique												
Bilto-Paris Courses-Tiercé Magazine-Week End	397	100.0%	0.8%	274	100.0%	1.1%	123	100.0%	0.5%	51	100.0%	0.3%
Paris Turf	252	100.0%	0.5%	178	100.0%	0.7%	74	100.0%	0.3%	40	100.0%	0.2%
Presse Quotidienne Nationale du 7ème jour												
PQN Editions du 7ème jour y.c. JDD (Agrégat)	4827	100.0%	9.4%	3091	100.0%	12.6%	1735	100.0%	6.5%	1621	100.0%	9.6%
Aujourd'hui en France Dimanche-Le Parisien Dimanche	2042	100.0%	4.0%	1098	100.0%	4.5%	944	100.0%	3.5%	616	100.0%	3.6%
L'Equipe Dimanche	2544	100.0%	5.0%	2048	100.0%	8.4%	496	100.0%	1.9%	928	100.0%	5.5%
Le Journal du Dimanche	1119	100.0%	2.2%	570	100.0%	2.3%	549	100.0%	2.1%	355	100.0%	2.1%
Le Parisien IDFO Dimanche	1297	100.0%	2.5%	662	100.0%	2.7%	635	100.0%	2.4%	392	100.0%	2.3%
Presse Hebdomadaire Régionale - Agrégats												
Groupe Centre France	262	100.0%	0.5%	130	100.0%	0.5%	131	100.0%	0.5%	78	100.0%	0.5%
Complément'R	4984	100.0%	9.8%	2397	100.0%	9.8%	2587	100.0%	9.7%	1268	100.0%	7.5%
HebdosCom	2070	100.0%	4.0%	1010	100.0%	4.1%	1060	100.0%	4.0%	535	100.0%	3.2%
Midi Olympique	568	100.0%	1.1%	474	100.0%	1.9%	95	100.0%	0.4%	201	100.0%	1.2%
PHR National	6906	100.0%	13.5%	3287	100.0%	13.4%	3618	100.0%	13.6%	1790	100.0%	10.6%
PHR National +	7325	100.0%	14.3%	3638	100.0%	14.9%	3686	100.0%	13.8%	1948	100.0%	11.5%
PHR Week-End	5444	100.0%	10.7%	2605	100.0%	10.6%	2839	100.0%	10.7%	1387	100.0%	8.2%
PubliHebdos	2107	100.0%	4.1%	1024	100.0%	4.2%	1083	100.0%	4.1%	549	100.0%	3.2%
Régie Nord	829	100.0%	1.6%	373	100.0%	1.5%	456	100.0%	1.7%	192	100.0%	1.1%
Total PHR	7732	100.0%	15.1%	3828	100.0%	15.6%	3905	100.0%	14.6%	2087	100.0%	12.3%
Voix du Nord	650	100.0%	1.3%	290	100.0%	1.2%	359	100.0%	1.3%	173	100.0%	1.0%
Presse Quotidienne Urbaine Gratuite												
Total PGI (Agrégat)	5917	100.0%	11.6%	3122	100.0%	12.8%	2795	100.0%	10.5%	2589	100.0%	15.3%
20 Minutes	4353	100.0%	8.5%	2308	100.0%	9.4%	2045	100.0%	7.7%	1879	100.0%	11.1%
Direct Matin Ile de France	1584	100.0%	3.1%	801	100.0%	3.3%	784	100.0%	2.9%	720	100.0%	4.2%
Direct Matin National	2686	100.0%	5.3%	1378	100.0%	5.6%	1308	100.0%	4.9%	1126	100.0%	6.6%
Métro	2804	100.0%	5.5%	1530	100.0%	6.3%	1275	100.0%	4.8%	1103	100.0%	6.5%
Presse Magazine - Hebdomadaires												
A Nous Réseau (Agrégat)	378	100.0%	0.7%	138	100.0%	0.6%	240	100.0%	0.9%	186	100.0%	1.1%
01net Micro Hebdo	866	100.0%	1.7%	691	100.0%	2.8%	175	100.0%	0.7%	353	100.0%	2.1%
L'Argus	766	100.0%	1.5%	590	100.0%	2.4%	176	100.0%	0.7%	274	100.0%	1.6%
Auto Plus	2039	100.0%	4.0%	1631	100.0%	6.7%	407	100.0%	1.5%	757	100.0%	4.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Be	683	100.0%	1.3%	99	100.0%	0.4%	584	100.0%	2.2%	355	100.0%	2.1%
Challenges	570	100.0%	1.1%	376	100.0%	1.5%	194	100.0%	0.7%	249	100.0%	1.5%
Closer	3440	100.0%	6.7%	957	100.0%	3.9%	2482	100.0%	9.3%	1142	100.0%	6.7%
Courrier International	880	100.0%	1.7%	486	100.0%	2.0%	394	100.0%	1.5%	500	100.0%	2.9%
Elle	2069	100.0%	4.0%	422	100.0%	1.7%	1647	100.0%	6.2%	955	100.0%	5.6%
L'Equipe Magazine	2287	100.0%	4.5%	1837	100.0%	7.5%	450	100.0%	1.7%	885	100.0%	5.2%
L'Express	2129	100.0%	4.2%	1171	100.0%	4.8%	958	100.0%	3.6%	809	100.0%	4.8%
Femme Actuelle	5105	100.0%	10.0%	1217	100.0%	5.0%	3888	100.0%	14.6%	1379	100.0%	8.1%
Le Figaro Magazine	1800	100.0%	3.5%	887	100.0%	3.6%	913	100.0%	3.4%	613	100.0%	3.6%
France Dimanche	1400	100.0%	2.7%	465	100.0%	1.9%	935	100.0%	3.5%	185	100.0%	1.1%
France Football - Mardi (résultats modélisés)	1162	100.0%	2.3%	964	100.0%	3.9%	198	100.0%	0.7%	361	100.0%	2.1%
France Football (résultats modélisés)	1336	100.0%	2.6%	1110	100.0%	4.5%	226	100.0%	0.8%	410	100.0%	2.4%
France Football Week-End - Vendredi (résultats modélisés)	872	100.0%	1.7%	739	100.0%	3.0%	132	100.0%	0.5%	280	100.0%	1.7%
Gala	2145	100.0%	4.2%	534	100.0%	2.2%	1611	100.0%	6.0%	708	100.0%	4.2%
Grazia	803	100.0%	1.6%	116	100.0%	0.5%	687	100.0%	2.6%	395	100.0%	2.3%
Ici Paris	1481	100.0%	2.9%	472	100.0%	1.9%	1009	100.0%	3.8%	240	100.0%	1.4%
Les Inrockuptibles	462	100.0%	0.9%	288	100.0%	1.2%	175	100.0%	0.7%	293	100.0%	1.7%
M. le Magazine du Monde	1384	100.0%	2.7%	797	100.0%	3.3%	587	100.0%	2.2%	672	100.0%	4.0%
Madame Figaro	1360	100.0%	2.7%	450	100.0%	1.8%	910	100.0%	3.4%	457	100.0%	2.7%
Marianne	1561	100.0%	3.1%	900	100.0%	3.7%	660	100.0%	2.5%	619	100.0%	3.7%
Maxi	2250	100.0%	4.4%	538	100.0%	2.2%	1712	100.0%	6.4%	446	100.0%	2.6%
Nous Deux	1318	100.0%	2.6%	307	100.0%	1.3%	1011	100.0%	3.8%	158	100.0%	0.9%
Le Nouvel Observateur	2313	100.0%	4.5%	1216	100.0%	5.0%	1097	100.0%	4.1%	942	100.0%	5.6%
L'Officiel des Spectacles	417	100.0%	0.8%	160	100.0%	0.7%	257	100.0%	1.0%	172	100.0%	1.0%
Paris Match	3825	100.0%	7.5%	1476	100.0%	6.0%	2349	100.0%	8.8%	1151	100.0%	6.8%
Pariscope	300	100.0%	0.6%	135	100.0%	0.6%	165	100.0%	0.6%	140	100.0%	0.8%
Pèlerin	782	100.0%	1.5%	268	100.0%	1.1%	513	100.0%	1.9%	112	100.0%	0.7%
Point de Vue	893	100.0%	1.7%	233	100.0%	1.0%	659	100.0%	2.5%	194	100.0%	1.1%
Le Point	2105	100.0%	4.1%	1122	100.0%	4.6%	983	100.0%	3.7%	815	100.0%	4.8%
Public	2526	100.0%	4.9%	665	100.0%	2.7%	1861	100.0%	7.0%	881	100.0%	5.2%
Rustica	1146	100.0%	2.2%	474	100.0%	1.9%	673	100.0%	2.5%	225	100.0%	1.3%
Télé 7 Jours	5531	100.0%	10.8%	2526	100.0%	10.3%	3005	100.0%	11.3%	1497	100.0%	8.8%
Télé Loisirs	4720	100.0%	9.2%	2168	100.0%	8.9%	2552	100.0%	9.6%	1490	100.0%	8.8%

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Télé Magazine	1108	100.0%	2.2%	493	100.0%	2.0%	615	100.0%	2.3%	302	100.0%	1.8%
Télé Poche	2370	100.0%	4.6%	1064	100.0%	4.4%	1305	100.0%	4.9%	534	100.0%	3.2%
Télé Star	4282	100.0%	8.4%	1902	100.0%	7.8%	2380	100.0%	8.9%	1205	100.0%	7.1%
Télé Z	5064	100.0%	9.9%	2317	100.0%	9.5%	2747	100.0%	10.3%	1163	100.0%	6.9%
Télécâble Sat Hebdo	1851	100.0%	3.6%	1011	100.0%	4.1%	840	100.0%	3.2%	525	100.0%	3.1%
Télérama	2405	100.0%	4.7%	1117	100.0%	4.6%	1288	100.0%	4.8%	1276	100.0%	7.5%
TV Magazine	15890	100.0%	31.1%	7435	100.0%	30.4%	8455	100.0%	31.7%	3794	100.0%	22.4%
Version Femina	8114	100.0%	15.9%	2863	100.0%	11.7%	5251	100.0%	19.7%	1910	100.0%	11.3%
La Vie	622	100.0%	1.2%	256	100.0%	1.0%	366	100.0%	1.4%	153	100.0%	0.9%
Voici	3343	100.0%	6.5%	958	100.0%	3.9%	2384	100.0%	8.9%	1037	100.0%	6.1%
VSD	1026	100.0%	2.0%	464	100.0%	1.9%	562	100.0%	2.1%	318	100.0%	1.9%
Presse Magazine - BiMensuels												
L'Auto-Journal	1172	100.0%	2.3%	981	100.0%	4.0%	190	100.0%	0.7%	459	100.0%	2.7%
Oops !	2366	100.0%	4.6%	675	100.0%	2.8%	1691	100.0%	6.3%	769	100.0%	4.5%
Télé 2 Semaines	4263	100.0%	8.3%	1850	100.0%	7.6%	2413	100.0%	9.1%	1113	100.0%	6.6%
TV Grandes Chaînes	2823	100.0%	5.5%	1138	100.0%	4.7%	1685	100.0%	6.3%	833	100.0%	4.9%
Vie Pratique Gourmand	968	100.0%	1.9%	250	100.0%	1.0%	718	100.0%	2.7%	329	100.0%	1.9%
Vocabulaire	444	100.0%	0.9%	194	100.0%	0.8%	250	100.0%	0.9%	253	100.0%	1.5%
Presse Magazine - Mensuels												
Média Cuisine (Agrégat)	4236	100.0%	8.3%	978	100.0%	4.0%	3257	100.0%	12.2%	1369	100.0%	8.1%
01net L'Ordinateur Individuel	1279	100.0%	2.5%	1035	100.0%	4.2%	244	100.0%	0.9%	596	100.0%	3.5%
Alternatives Economiques	739	100.0%	1.4%	409	100.0%	1.7%	330	100.0%	1.2%	437	100.0%	2.6%
L'Ami des Jardins et de la Maison	1465	100.0%	2.9%	547	100.0%	2.2%	918	100.0%	3.4%	443	100.0%	2.6%
Auto Moto	2314	100.0%	4.5%	1875	100.0%	7.7%	440	100.0%	1.6%	800	100.0%	4.7%
L'Automobile Magazine	2035	100.0%	4.0%	1624	100.0%	6.6%	411	100.0%	1.5%	791	100.0%	4.7%
Avantages	1832	100.0%	3.6%	253	100.0%	1.0%	1579	100.0%	5.9%	747	100.0%	4.4%
Biba	1079	100.0%	2.1%	136	100.0%	0.6%	943	100.0%	3.5%	554	100.0%	3.3%
Bien-Être et Santé	1369	100.0%	2.7%	312	100.0%	1.3%	1057	100.0%	4.0%	306	100.0%	1.8%
Ca M'Intéresse	3176	100.0%	6.2%	1487	100.0%	6.1%	1689	100.0%	6.3%	1302	100.0%	7.7%
CanalSat Le Mag	7040	100.0%	13.8%	3852	100.0%	15.7%	3188	100.0%	12.0%	2469	100.0%	14.6%
Capital	1913	100.0%	3.7%	1079	100.0%	4.4%	834	100.0%	3.1%	928	100.0%	5.5%
Le Chasseur Français	1775	100.0%	3.5%	1113	100.0%	4.5%	662	100.0%	2.5%	358	100.0%	2.1%
Cosmopolitan	1779	100.0%	3.5%	287	100.0%	1.2%	1492	100.0%	5.6%	894	100.0%	5.3%
Cuisine Actuelle	3950	100.0%	7.7%	867	100.0%	3.5%	3083	100.0%	11.6%	1311	100.0%	7.7%
Dossier Familial	2095	100.0%	4.1%	784	100.0%	3.2%	1311	100.0%	4.9%	596	100.0%	3.5%

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Enjeux les Echos	753	100.0%	1.5%	487	100.0%	2.0%	266	100.0%	1.0%	450	100.0%	2.7%
L'Entreprise	305	100.0%	0.6%	207	100.0%	0.8%	97	100.0%	0.4%	191	100.0%	1.1%
L'Expansion	512	100.0%	1.0%	311	100.0%	1.3%	201	100.0%	0.8%	252	100.0%	1.5%
Femme Actuelle Jeux	2225	100.0%	4.4%	551	100.0%	2.3%	1674	100.0%	6.3%	594	100.0%	3.5%
FHM	511	100.0%	1.0%	412	100.0%	1.7%	99	100.0%	0.4%	212	100.0%	1.2%
Géo	4225	100.0%	8.3%	2135	100.0%	8.7%	2089	100.0%	7.8%	1731	100.0%	10.2%
Glamour	1523	100.0%	3.0%	219	100.0%	0.9%	1304	100.0%	4.9%	694	100.0%	4.1%
GQ	446	100.0%	0.9%	311	100.0%	1.3%	135	100.0%	0.5%	275	100.0%	1.6%
Guide Cuisine	916	100.0%	1.8%	265	100.0%	1.1%	650	100.0%	2.4%	234	100.0%	1.4%
Historia	1282	100.0%	2.5%	738	100.0%	3.0%	544	100.0%	2.0%	454	100.0%	2.7%
Intérêts Privés	388	100.0%	0.8%	202	100.0%	0.8%	186	100.0%	0.7%	107	100.0%	0.6%
Management	404	100.0%	0.8%	264	100.0%	1.1%	140	100.0%	0.5%	265	100.0%	1.6%
Marie Claire	2771	100.0%	5.4%	534	100.0%	2.2%	2238	100.0%	8.4%	1125	100.0%	6.6%
Marie France	1282	100.0%	2.5%	205	100.0%	0.8%	1076	100.0%	4.0%	383	100.0%	2.3%
Midi Olympique Magazine	736	100.0%	1.4%	601	100.0%	2.5%	135	100.0%	0.5%	261	100.0%	1.5%
Mieux Vivre Votre Argent	970	100.0%	1.9%	578	100.0%	2.4%	392	100.0%	1.5%	368	100.0%	2.2%
Modes et Travaux	2794	100.0%	5.5%	499	100.0%	2.0%	2294	100.0%	8.6%	832	100.0%	4.9%
Mon Jardin et ma Maison	1781	100.0%	3.5%	601	100.0%	2.5%	1180	100.0%	4.4%	553	100.0%	3.3%
Le Monde Diplomatique	1040	100.0%	2.0%	631	100.0%	2.6%	409	100.0%	1.5%	560	100.0%	3.3%
National Geographic	1713	100.0%	3.4%	1024	100.0%	4.2%	689	100.0%	2.6%	789	100.0%	4.7%
Notre Temps	3635	100.0%	7.1%	1063	100.0%	4.3%	2571	100.0%	9.6%	450	100.0%	2.7%
Parents	1943	100.0%	3.8%	431	100.0%	1.8%	1512	100.0%	5.7%	687	100.0%	4.1%
Le Particulier	1582	100.0%	3.1%	770	100.0%	3.1%	811	100.0%	3.0%	457	100.0%	2.7%
Pleine Vie	2877	100.0%	5.6%	751	100.0%	3.1%	2126	100.0%	8.0%	371	100.0%	2.2%
Plus	6606	100.0%	12.9%	3828	100.0%	15.7%	2778	100.0%	10.4%	2752	100.0%	16.2%
Première	1003	100.0%	2.0%	506	100.0%	2.1%	497	100.0%	1.9%	522	100.0%	3.1%
Prima	2029	100.0%	4.0%	241	100.0%	1.0%	1788	100.0%	6.7%	622	100.0%	3.7%
Psychologies Magazine	2568	100.0%	5.0%	733	100.0%	3.0%	1835	100.0%	6.9%	1312	100.0%	7.7%
Questions de Femmes	532	100.0%	1.0%	76	100.0%	0.3%	456	100.0%	1.7%	164	100.0%	1.0%
Réponse à Tout !	1144	100.0%	2.2%	561	100.0%	2.3%	583	100.0%	2.2%	371	100.0%	2.2%
Le Revenu Placements	543	100.0%	1.1%	361	100.0%	1.5%	183	100.0%	0.7%	221	100.0%	1.3%
La Revue Nationale de la Chasse	862	100.0%	1.7%	596	100.0%	2.4%	265	100.0%	1.0%	169	100.0%	1.0%
Rock and Folk	608	100.0%	1.2%	423	100.0%	1.7%	185	100.0%	0.7%	293	100.0%	1.7%
Santé Magazine	3435	100.0%	6.7%	872	100.0%	3.6%	2563	100.0%	9.6%	981	100.0%	5.8%
Science et Vie	3832	100.0%	7.5%	2323	100.0%	9.5%	1510	100.0%	5.7%	1822	100.0%	10.7%

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Sciences et Avenir	2489	100.0%	4.9%	1520	100.0%	6.2%	969	100.0%	3.6%	1115	100.0%	6.6%
Sélection Reader's Digest	842	100.0%	1.6%	386	100.0%	1.6%	456	100.0%	1.7%	114	100.0%	0.7%
Sport Auto	1014	100.0%	2.0%	879	100.0%	3.6%	135	100.0%	0.5%	325	100.0%	1.9%
Studio Magazine - Ciné Live	766	100.0%	1.5%	451	100.0%	1.8%	315	100.0%	1.2%	434	100.0%	2.6%
Systeme D	1214	100.0%	2.4%	736	100.0%	3.0%	478	100.0%	1.8%	429	100.0%	2.5%
Télé 7 Jeux	2668	100.0%	5.2%	1066	100.0%	4.4%	1602	100.0%	6.0%	752	100.0%	4.4%
TGV Magazine	1082	100.0%	2.1%	623	100.0%	2.5%	459	100.0%	1.7%	591	100.0%	3.5%
Top Santé	3108	100.0%	6.1%	751	100.0%	3.1%	2358	100.0%	8.8%	888	100.0%	5.2%
Vogue	1378	100.0%	2.7%	305	100.0%	1.2%	1073	100.0%	4.0%	574	100.0%	3.4%

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Magazine - BiMestriels												
InfoBébés-InfoCrèche (Agrégat)	1157	100.0%	2.3%	193	100.0%	0.8%	964	100.0%	3.6%	420	100.0%	2.5%
AD Architectural Digest	455	100.0%	0.9%	191	100.0%	0.8%	264	100.0%	1.0%	296	100.0%	1.7%
Art et Décoration	3488	100.0%	6.8%	1158	100.0%	4.7%	2330	100.0%	8.7%	1342	100.0%	7.9%
Campagne Décoration	799	100.0%	1.6%	178	100.0%	0.7%	621	100.0%	2.3%	325	100.0%	1.9%
Cuisine et Vins de France	1324	100.0%	2.6%	521	100.0%	2.1%	802	100.0%	3.0%	536	100.0%	3.2%
Détente Jardin	1651	100.0%	3.2%	594	100.0%	2.4%	1056	100.0%	4.0%	441	100.0%	2.6%
Détours en France	851	100.0%	1.7%	330	100.0%	1.3%	521	100.0%	2.0%	276	100.0%	1.6%
Du Côté de Chez Vous	2681	100.0%	5.2%	1141	100.0%	4.7%	1540	100.0%	5.8%	1038	100.0%	6.1%
Elle à Table	1131	100.0%	2.2%	217	100.0%	0.9%	914	100.0%	3.4%	531	100.0%	3.1%
Elle Décoration	2247	100.0%	4.4%	463	100.0%	1.9%	1784	100.0%	6.7%	972	100.0%	5.7%
Enfant Magazine (résultats modélisés)	1345	100.0%	2.6%	169	100.0%	0.7%	1176	100.0%	4.4%	506	100.0%	3.0%
Famili	1353	100.0%	2.6%	185	100.0%	0.8%	1168	100.0%	4.4%	486	100.0%	2.9%
Famille et Education	963	100.0%	1.9%	267	100.0%	1.1%	696	100.0%	2.6%	506	100.0%	3.0%
Gala Gourmand	386	100.0%	0.8%	99	100.0%	0.4%	287	100.0%	1.1%	80	100.0%	0.5%
Infobébés	945	100.0%	1.8%	144	100.0%	0.6%	801	100.0%	3.0%	325	100.0%	1.9%
Infocrèche	537	100.0%	1.1%	90	100.0%	0.4%	448	100.0%	1.7%	226	100.0%	1.3%
Le Journal de la Maison	1365	100.0%	2.7%	313	100.0%	1.3%	1052	100.0%	3.9%	567	100.0%	3.3%
Maison Créative	1223	100.0%	2.4%	299	100.0%	1.2%	924	100.0%	3.5%	466	100.0%	2.7%
Maison et Travaux	3073	100.0%	6.0%	1160	100.0%	4.7%	1913	100.0%	7.2%	1174	100.0%	6.9%
Maison Française	534	100.0%	1.0%	155	100.0%	0.6%	379	100.0%	1.4%	202	100.0%	1.2%
Maison Magazine	1039	100.0%	2.0%	355	100.0%	1.5%	684	100.0%	2.6%	426	100.0%	2.5%
Maisons Côté Ouest	892	100.0%	1.7%	275	100.0%	1.1%	617	100.0%	2.3%	481	100.0%	2.8%
Maisons Côté Sud	1067	100.0%	2.1%	338	100.0%	1.4%	729	100.0%	2.7%	535	100.0%	3.2%
Marie Claire Idées	1925	100.0%	3.8%	262	100.0%	1.1%	1663	100.0%	6.2%	755	100.0%	4.5%
Marie Claire Maison	2015	100.0%	3.9%	375	100.0%	1.5%	1639	100.0%	6.1%	824	100.0%	4.9%
Maxi Cuisine	1543	100.0%	3.0%	259	100.0%	1.1%	1284	100.0%	4.8%	440	100.0%	2.6%
Prima Maison	835	100.0%	1.6%	99	100.0%	0.4%	736	100.0%	2.8%	303	100.0%	1.8%
Régal	681	100.0%	1.3%	190	100.0%	0.8%	491	100.0%	1.8%	274	100.0%	1.6%
Viva Déco	466	100.0%	0.9%	80	100.0%	0.3%	385	100.0%	1.4%	164	100.0%	1.0%
Votre Beauté	599	100.0%	1.2%	67	100.0%	0.3%	531	100.0%	2.0%	174	100.0%	1.0%

Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Presse Magazine - TriMestriels												
Live par IKEA Family	2802	100.0%	5.5%	983	100.0%	4.0%	1819	100.0%	6.8%	1241	100.0%	7.3%
Maisons Côté Est	474	100.0%	0.9%	149	100.0%	0.6%	325	100.0%	1.2%	236	100.0%	1.4%
Marmiton (résultats modélisés)	2508	100.0%	4.9%	848	100.0%	3.5%	1660	100.0%	6.2%	1020	100.0%	6.0%
Vies de Famille	7569	100.0%	14.8%	2019	100.0%	8.3%	5550	100.0%	20.8%	2455	100.0%	14.5%