

# Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Presse Quotidienne Régionale - Titres</b>												
L'Alsace	271	100.0%	0.5%	124	100.0%	0.5%	147	100.0%	0.5%	67	100.0%	0.4%
Le Berry Républicain	110	100.0%	0.2%	55	100.0%	0.2%	55	100.0%	0.2%	22	100.0%	0.1%
Le Bien Public	167	100.0%	0.3%	99	100.0%	0.4%	69	100.0%	0.3%	51	100.0%	0.3%
La Charente Libre	145	100.0%	0.3%	71	100.0%	0.3%	74	100.0%	0.3%	39	100.0%	0.2%
Corse Matin	159	100.0%	0.3%	85	100.0%	0.3%	75	100.0%	0.3%	48	100.0%	0.3%
Le Courrier de l'Ouest	334	100.0%	0.6%	182	100.0%	0.7%	152	100.0%	0.6%	86	100.0%	0.5%
Le Courrier Picard	297	100.0%	0.6%	153	100.0%	0.6%	143	100.0%	0.5%	66	100.0%	0.4%
Le Dauphiné (Couplage)	1014	100.0%	2.0%	517	100.0%	2.1%	496	100.0%	1.9%	251	100.0%	1.4%
La Dépêche du Midi	771	100.0%	1.5%	393	100.0%	1.6%	378	100.0%	1.4%	215	100.0%	1.2%
Les DNA / Les Dernières Nouvelles d'Alsace	549	100.0%	1.1%	270	100.0%	1.1%	279	100.0%	1.0%	118	100.0%	0.7%
L'Est Républicain (Couplage)	575	100.0%	1.1%	298	100.0%	1.2%	278	100.0%	1.0%	158	100.0%	0.9%
L'Indépendant	251	100.0%	0.5%	117	100.0%	0.5%	133	100.0%	0.5%	64	100.0%	0.4%
Le Journal de la Haute-Marne	89	100.0%	0.2%	42	100.0%	0.2%	47	100.0%	0.2%	18	100.0%	0.1%
Le Journal de Saône-et-Loire	225	100.0%	0.4%	113	100.0%	0.5%	112	100.0%	0.4%	48	100.0%	0.3%
Le Journal du Centre	113	100.0%	0.2%	56	100.0%	0.2%	57	100.0%	0.2%	20	100.0%	0.1%
Midi Libre	549	100.0%	1.1%	315	100.0%	1.3%	234	100.0%	0.9%	139	100.0%	0.8%
La Montagne	648	100.0%	1.3%	314	100.0%	1.3%	334	100.0%	1.2%	152	100.0%	0.9%
Nice Matin (Couplage)	380	100.0%	0.7%	193	100.0%	0.8%	187	100.0%	0.7%	129	100.0%	0.7%
La Nouvelle République	651	100.0%	1.3%	322	100.0%	1.3%	329	100.0%	1.2%	152	100.0%	0.9%
Ouest France	2553	100.0%	5.0%	1285	100.0%	5.2%	1268	100.0%	4.7%	666	100.0%	3.8%
Paris Normandie	221	100.0%	0.4%	137	100.0%	0.6%	84	100.0%	0.3%	54	100.0%	0.3%
Le Populaire du Centre	161	100.0%	0.3%	77	100.0%	0.3%	84	100.0%	0.3%	40	100.0%	0.2%
Le Progrès (Couplage)	828	100.0%	1.6%	441	100.0%	1.8%	387	100.0%	1.4%	197	100.0%	1.1%
La Provence	599	100.0%	1.2%	334	100.0%	1.4%	265	100.0%	1.0%	173	100.0%	1.0%
Le Républicain Lorrain	470	100.0%	0.9%	232	100.0%	0.9%	238	100.0%	0.9%	110	100.0%	0.6%
Sud Ouest	1053	100.0%	2.0%	503	100.0%	2.0%	550	100.0%	2.0%	300	100.0%	1.7%
Le Télégramme	633	100.0%	1.2%	295	100.0%	1.2%	338	100.0%	1.3%	150	100.0%	0.9%
L'Union / L'Ardennais (Couplage)	389	100.0%	0.8%	195	100.0%	0.8%	195	100.0%	0.7%	87	100.0%	0.5%
Var Matin	273	100.0%	0.5%	137	100.0%	0.6%	135	100.0%	0.5%	69	100.0%	0.4%
La Voix du Nord	1067	100.0%	2.1%	530	100.0%	2.1%	538	100.0%	2.0%	249	100.0%	1.4%
Vosges Matin	125	100.0%	0.2%	72	100.0%	0.3%	53	100.0%	0.2%	32	100.0%	0.2%
L'Yonne Républicaine	139	100.0%	0.3%	67	100.0%	0.3%	71	100.0%	0.3%	21	100.0%	0.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Presse Quotidienne Régionale - Agrégats</b>												
Groupe Bourgogne Rhône Alpes	2183	100.0%	4.2%	1133	100.0%	4.6%	1051	100.0%	3.9%	531	100.0%	3.1%
Groupe Centre France	1418	100.0%	2.8%	678	100.0%	2.7%	740	100.0%	2.8%	309	100.0%	1.8%
Groupe Centre Ouest	693	100.0%	1.3%	342	100.0%	1.4%	350	100.0%	1.3%	162	100.0%	0.9%
Groupe Champagne Ardennes	510	100.0%	1.0%	253	100.0%	1.0%	257	100.0%	1.0%	114	100.0%	0.7%
Groupe Champagne / Est Eclair	123	100.0%	0.2%	60	100.0%	0.2%	63	100.0%	0.2%	27	100.0%	0.2%
Com > Quotidiens	9990	100.0%	19.4%	4986	100.0%	20.2%	5004	100.0%	18.7%	2451	100.0%	14.1%
Groupe Dépêche	823	100.0%	1.6%	417	100.0%	1.7%	406	100.0%	1.5%	226	100.0%	1.3%
EBRA	3951	100.0%	7.7%	2003	100.0%	8.1%	1948	100.0%	7.3%	961	100.0%	5.5%
Groupe Est Bourgogne Medias	387	100.0%	0.8%	209	100.0%	0.8%	178	100.0%	0.7%	96	100.0%	0.6%
Groupe Journaux de l'Ouest	3097	100.0%	6.0%	1579	100.0%	6.4%	1518	100.0%	5.7%	780	100.0%	4.5%
Groupe Journaux de la Loire	660	100.0%	1.3%	365	100.0%	1.5%	295	100.0%	1.1%	165	100.0%	0.9%
Groupe Journaux du Midi	815	100.0%	1.6%	427	100.0%	1.7%	388	100.0%	1.4%	196	100.0%	1.1%
Groupe Journaux du Sud Ouest	1324	100.0%	2.6%	638	100.0%	2.6%	686	100.0%	2.6%	376	100.0%	2.2%
Groupe Nice Matin	790	100.0%	1.5%	401	100.0%	1.6%	389	100.0%	1.4%	234	100.0%	1.3%
Groupe Normandie	319	100.0%	0.6%	178	100.0%	0.7%	141	100.0%	0.5%	77	100.0%	0.4%
PQR 66	18127	100.0%	35.2%	9184	100.0%	37.2%	8943	100.0%	33.3%	4654	100.0%	26.8%
PQR (tous titres)	17845	100.0%	34.7%	9007	100.0%	36.5%	8837	100.0%	32.9%	4575	100.0%	26.4%
Pyrénées Presse	169	100.0%	0.3%	83	100.0%	0.3%	86	100.0%	0.3%	55	100.0%	0.3%
Quotidiens Associés	6426	100.0%	12.5%	3267	100.0%	13.2%	3159	100.0%	11.8%	1609	100.0%	9.3%
Groupe Rossel / Voix du Nord	1929	100.0%	3.7%	956	100.0%	3.9%	973	100.0%	3.6%	441	100.0%	2.5%
Groupe Sud Ouest	2136	100.0%	4.1%	1063	100.0%	4.3%	1073	100.0%	4.0%	571	100.0%	3.3%

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<b>Presse Quotidienne Régionale du 7ème jour - Titres</b>												
Corse Matin Dimanche	186	100.0%	0.4%	93	100.0%	0.4%	94	100.0%	0.3%	61	100.0%	0.4%
Le Courrier Picard Dimanche	294	100.0%	0.6%	164	100.0%	0.7%	130	100.0%	0.5%	86	100.0%	0.5%
Le Dauphiné Dimanche (Couplage)	1265	100.0%	2.5%	633	100.0%	2.6%	632	100.0%	2.4%	328	100.0%	1.9%
La Dépêche du Dimanche	878	100.0%	1.7%	431	100.0%	1.7%	447	100.0%	1.7%	262	100.0%	1.5%
Dimanche Ouest France	1844	100.0%	3.6%	994	100.0%	4.0%	849	100.0%	3.2%	492	100.0%	2.8%
Les DNA du Lundi / Les Dernières Nouvelles du Lundi	501	100.0%	1.0%	250	100.0%	1.0%	251	100.0%	0.9%	116	100.0%	0.7%
L'indépendant Dimanche	301	100.0%	0.6%	140	100.0%	0.6%	161	100.0%	0.6%	82	100.0%	0.5%
Midi Libre Dimanche	720	100.0%	1.4%	380	100.0%	1.5%	339	100.0%	1.3%	186	100.0%	1.1%
La Montagne Dimanche	648	100.0%	1.3%	319	100.0%	1.3%	329	100.0%	1.2%	150	100.0%	0.9%
Nice Matin Dimanche (Couplage)	400	100.0%	0.8%	203	100.0%	0.8%	197	100.0%	0.7%	130	100.0%	0.8%
La Nouvelle République du Dimanche	373	100.0%	0.7%	187	100.0%	0.8%	186	100.0%	0.7%	109	100.0%	0.6%
Le Progrès Dimanche (Couplage)	1086	100.0%	2.1%	536	100.0%	2.2%	550	100.0%	2.0%	309	100.0%	1.8%
La Provence Dimanche	637	100.0%	1.2%	345	100.0%	1.4%	291	100.0%	1.1%	203	100.0%	1.2%
Le Républicain Lorrain Lundi Matin	531	100.0%	1.0%	288	100.0%	1.2%	243	100.0%	0.9%	138	100.0%	0.8%
Sud Ouest Dimanche	1069	100.0%	2.1%	497	100.0%	2.0%	572	100.0%	2.1%	290	100.0%	1.7%
Le Télégramme du Dimanche	528	100.0%	1.0%	242	100.0%	1.0%	286	100.0%	1.1%	134	100.0%	0.8%
L'Union / l'Ardennais Dimanche (Couplage)	329	100.0%	0.6%	162	100.0%	0.7%	167	100.0%	0.6%	81	100.0%	0.5%
La Voix du Nord. édition du lundi	1199	100.0%	2.3%	590	100.0%	2.4%	609	100.0%	2.3%	298	100.0%	1.7%

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<b>Presse Quotidienne Régionale du 7ème jour - Agrégats</b>												
7ème jour PQR 66	15925	100.0%	30.9%	7978	100.0%	32.4%	7947	100.0%	29.6%	4244	100.0%	24.5%
7ème jour PQR (tous titres)	15735	100.0%	30.6%	7869	100.0%	31.9%	7866	100.0%	29.3%	4200	100.0%	24.2%
Groupe Bourgogne Dimanche	355	100.0%	0.7%	176	100.0%	0.7%	179	100.0%	0.7%	77	100.0%	0.4%
Groupe Bourgogne / Rhône Alpes Dimanche	2638	100.0%	5.1%	1295	100.0%	5.2%	1343	100.0%	5.0%	697	100.0%	4.0%
Groupe Centre France Dimanche	1080	100.0%	2.1%	538	100.0%	2.2%	542	100.0%	2.0%	265	100.0%	1.5%
Groupe Champagne / Ardennes Dimanche	441	100.0%	0.9%	220	100.0%	0.9%	221	100.0%	0.8%	108	100.0%	0.6%
Groupe Dépêche Dimanche	1265	100.0%	2.5%	625	100.0%	2.5%	639	100.0%	2.4%	375	100.0%	2.2%
Groupe Journaux de l'Ouest Dimanche	2256	100.0%	4.4%	1203	100.0%	4.9%	1053	100.0%	3.9%	601	100.0%	3.5%
Groupe Journaux de la Loire Dimanche	545	100.0%	1.1%	299	100.0%	1.2%	246	100.0%	0.9%	150	100.0%	0.9%
Groupe Journaux du Midi Dimanche	1004	100.0%	1.9%	508	100.0%	2.1%	495	100.0%	1.8%	250	100.0%	1.4%
Groupe Nice Matin Dimanche	865	100.0%	1.7%	427	100.0%	1.7%	437	100.0%	1.6%	272	100.0%	1.6%
<b>Presse Quotidienne Nationale</b>												
Total PQN avec PQHi	7962	100.0%	15.5%	4918	100.0%	19.9%	3044	100.0%	11.3%	3061	100.0%	17.6%
Total PQN hors PQHi	7658	100.0%	14.9%	4710	100.0%	19.1%	2947	100.0%	11.0%	3020	100.0%	17.4%
Aujourd'hui en France / Le Parisien (Couplage)	2451	100.0%	4.8%	1363	100.0%	5.5%	1087	100.0%	4.1%	826	100.0%	4.8%
La Croix	478	100.0%	0.9%	193	100.0%	0.8%	285	100.0%	1.1%	113	100.0%	0.7%
Les Echos. le quotidien de l'économie	558	100.0%	1.1%	357	100.0%	1.4%	200	100.0%	0.7%	320	100.0%	1.8%
L'Equipe	2155	100.0%	4.2%	1823	100.0%	7.4%	332	100.0%	1.2%	900	100.0%	5.2%
Le Figaro	1445	100.0%	2.8%	834	100.0%	3.4%	611	100.0%	2.3%	570	100.0%	3.3%
L'Humanité	345	100.0%	0.7%	210	100.0%	0.9%	135	100.0%	0.5%	111	100.0%	0.6%
Libération	896	100.0%	1.7%	547	100.0%	2.2%	349	100.0%	1.3%	454	100.0%	2.6%
Le Monde	2023	100.0%	3.9%	1171	100.0%	4.7%	852	100.0%	3.2%	1048	100.0%	6.0%
Le Parisien IDFO (Couplage)	1711	100.0%	3.3%	907	100.0%	3.7%	804	100.0%	3.0%	603	100.0%	3.5%

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<b>Presse Hippique</b>												
Paris Course/Bilto/Tiercé Magazine/Week End	337	100.0%	0.7%	228	100.0%	0.9%	109	100.0%	0.4%	60	100.0%	0.3%
Paris Course/Bilto/Week End	249	100.0%	0.5%	169	100.0%	0.7%	79	100.0%	0.3%	47	100.0%	0.3%
Paris-Turf	229	100.0%	0.4%	190	100.0%	0.8%	39	100.0%	0.1%	41	100.0%	0.2%
<b>Presse Quotidienne Nationale du 7ème jour</b>												
PQN Editions du 7ème jour y.c. JDD	4303	100.0%	8.4%	2796	100.0%	11.3%	1507	100.0%	5.6%	1527	100.0%	8.8%
Aujourd'hui en France Dimanche / Le Parisien Dimanche (Couplage)	1631	100.0%	3.2%	865	100.0%	3.5%	766	100.0%	2.9%	488	100.0%	2.8%
L'Equipe Dimanche	2434	100.0%	4.7%	1945	100.0%	7.9%	488	100.0%	1.8%	953	100.0%	5.5%
Le Journal du Dimanche	1009	100.0%	2.0%	517	100.0%	2.1%	492	100.0%	1.8%	353	100.0%	2.0%
Le Parisien IDFO Dimanche (Couplage)	961	100.0%	1.9%	486	100.0%	2.0%	475	100.0%	1.8%	298	100.0%	1.7%
<b>Presse Hebdomadaire Régionale - Agrégats</b>												
Groupe Centre France hebdos	375	100.0%	0.7%	199	100.0%	0.8%	176	100.0%	0.7%	68	100.0%	0.4%
Complément'R	5152	100.0%	10.0%	2627	100.0%	10.7%	2525	100.0%	9.4%	1330	100.0%	7.7%
La Manche Libre	260	100.0%	0.5%	130	100.0%	0.5%	130	100.0%	0.5%	55	100.0%	0.3%
Midi Olympique (Couplage)	493	100.0%	1.0%	398	100.0%	1.6%	95	100.0%	0.4%	189	100.0%	1.1%
PHR National	6795	100.0%	13.2%	3436	100.0%	13.9%	3360	100.0%	12.5%	1792	100.0%	10.3%
PHR National +	7143	100.0%	13.9%	3719	100.0%	15.1%	3423	100.0%	12.8%	1928	100.0%	11.1%
PHR Nord-Pas-de-Calais	743	100.0%	1.4%	380	100.0%	1.5%	363	100.0%	1.4%	171	100.0%	1.0%
PHR Week End	5314	100.0%	10.3%	2702	100.0%	11.0%	2612	100.0%	9.7%	1353	100.0%	7.8%
Groupe Sipa Ouest-France hebdos	2227	100.0%	4.3%	1095	100.0%	4.4%	1131	100.0%	4.2%	608	100.0%	3.5%
Sogémédia	556	100.0%	1.1%	302	100.0%	1.2%	254	100.0%	0.9%	102	100.0%	0.6%
Total PHR	7517	100.0%	14.6%	3883	100.0%	15.7%	3635	100.0%	13.5%	2041	100.0%	11.8%
Groupe Voix du Nord hebdos	606	100.0%	1.2%	288	100.0%	1.2%	318	100.0%	1.2%	177	100.0%	1.0%
<b>Presse Gratuite d'Information</b>												
20 Minutes	4048	100.0%	7.9%	2098	100.0%	8.5%	1950	100.0%	7.3%	1788	100.0%	10.3%
Direct Matin	1510	100.0%	2.9%	736	100.0%	3.0%	775	100.0%	2.9%	697	100.0%	4.0%
Metronews	2334	100.0%	4.5%	1208	100.0%	4.9%	1125	100.0%	4.2%	985	100.0%	5.7%
Direct Matin National	2528	100.0%	4.9%	1265	100.0%	5.1%	1263	100.0%	4.7%	1093	100.0%	6.3%
Total PGI	5514	100.0%	10.7%	2847	100.0%	11.5%	2666	100.0%	9.9%	2431	100.0%	14.0%

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Cumul 2013/2014

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<b>Presse Magazine - Hebdomadaires</b>												
<b>A Nous Réseau (Agrégat)</b>	438	100.0%	0.9%	159	100.0%	0.6%	280	100.0%	1.0%	189	100.0%	1.1%
<b>L'Argus</b>	663	100.0%	1.3%	522	100.0%	2.1%	141	100.0%	0.5%	259	100.0%	1.5%
<b>Aujourd'hui en France Magazine / Le Parisien Magazine (Couplage)</b>	1282	100.0%	2.5%	667	100.0%	2.7%	615	100.0%	2.3%	426	100.0%	2.5%
<b>Auto Plus</b>	2017	100.0%	3.9%	1617	100.0%	6.6%	400	100.0%	1.5%	755	100.0%	4.3%
<b>Challenges</b>	586	100.0%	1.1%	398	100.0%	1.6%	188	100.0%	0.7%	265	100.0%	1.5%
<b>Closer</b>	3082	100.0%	6.0%	916	100.0%	3.7%	2166	100.0%	8.1%	1098	100.0%	6.3%
<b>Courrier International</b>	1009	100.0%	2.0%	585	100.0%	2.4%	424	100.0%	1.6%	599	100.0%	3.4%
<b>Elle</b>	2101	100.0%	4.1%	429	100.0%	1.7%	1672	100.0%	6.2%	1010	100.0%	5.8%
<b>L'Equipe Magazine</b>	2080	100.0%	4.0%	1678	100.0%	6.8%	402	100.0%	1.5%	817	100.0%	4.7%
<b>L'Express</b>	1993	100.0%	3.9%	1104	100.0%	4.5%	889	100.0%	3.3%	793	100.0%	4.6%
<b>Femme Actuelle</b>	4362	100.0%	8.5%	1005	100.0%	4.1%	3357	100.0%	12.5%	1192	100.0%	6.9%
<b>Le Figaro Magazine</b>	1777	100.0%	3.5%	870	100.0%	3.5%	907	100.0%	3.4%	594	100.0%	3.4%
<b>France Dimanche</b>	1229	100.0%	2.4%	376	100.0%	1.5%	853	100.0%	3.2%	182	100.0%	1.0%
<b>France Football</b>	1256	100.0%	2.4%	1078	100.0%	4.4%	178	100.0%	0.7%	375	100.0%	2.2%
<b>Gala</b>	2048	100.0%	4.0%	481	100.0%	2.0%	1567	100.0%	5.8%	693	100.0%	4.0%
<b>Grazia</b>	797	100.0%	1.5%	117	100.0%	0.5%	680	100.0%	2.5%	376	100.0%	2.2%
<b>Ici Paris</b>	1203	100.0%	2.3%	343	100.0%	1.4%	860	100.0%	3.2%	213	100.0%	1.2%
<b>Les Inrockuptibles</b>	481	100.0%	0.9%	314	100.0%	1.3%	167	100.0%	0.6%	309	100.0%	1.8%
<b>M. le Magazine du Monde</b>	1613	100.0%	3.1%	865	100.0%	3.5%	748	100.0%	2.8%	819	100.0%	4.7%
<b>Madame Figaro</b>	1286	100.0%	2.5%	408	100.0%	1.7%	877	100.0%	3.3%	438	100.0%	2.5%
<b>Marianne</b>	1259	100.0%	2.4%	746	100.0%	3.0%	513	100.0%	1.9%	520	100.0%	3.0%
<b>Maxi</b>	1918	100.0%	3.7%	388	100.0%	1.6%	1531	100.0%	5.7%	403	100.0%	2.3%
<b>Nous Deux</b>	1128	100.0%	2.2%	236	100.0%	1.0%	892	100.0%	3.3%	155	100.0%	0.9%
<b>Le Nouvel Observateur</b>	2454	100.0%	4.8%	1312	100.0%	5.3%	1142	100.0%	4.3%	904	100.0%	5.2%
<b>L'Officiel des Spectacles</b>	399	100.0%	0.8%	166	100.0%	0.7%	233	100.0%	0.9%	137	100.0%	0.8%
<b>Paris Match</b>	3482	100.0%	6.8%	1359	100.0%	5.5%	2123	100.0%	7.9%	1092	100.0%	6.3%
<b>Pèlerin</b>	753	100.0%	1.5%	306	100.0%	1.2%	448	100.0%	1.7%	113	100.0%	0.6%
<b>Point de Vue</b>	749	100.0%	1.5%	179	100.0%	0.7%	570	100.0%	2.1%	169	100.0%	1.0%
<b>Le Point</b>	1946	100.0%	3.8%	1133	100.0%	4.6%	813	100.0%	3.0%	754	100.0%	4.3%
<b>Public</b>	2253	100.0%	4.4%	574	100.0%	2.3%	1679	100.0%	6.3%	812	100.0%	4.7%
<b>Rustica</b>	1085	100.0%	2.1%	489	100.0%	2.0%	596	100.0%	2.2%	229	100.0%	1.3%
<b>Télé 7 Jours</b>	5335	100.0%	10.4%	2439	100.0%	9.9%	2897	100.0%	10.8%	1509	100.0%	8.7%
<b>Télé Loisirs</b>	4327	100.0%	8.4%	1912	100.0%	7.8%	2415	100.0%	9.0%	1336	100.0%	7.7%

# Synthèse des résultats par famille

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Télé Magazine	1235	100.0%	2.4%	575	100.0%	2.3%	660	100.0%	2.5%	344	100.0%	2.0%
Télé Poche	1959	100.0%	3.8%	845	100.0%	3.4%	1114	100.0%	4.2%	481	100.0%	2.8%
Télé Star	3564	100.0%	6.9%	1521	100.0%	6.2%	2043	100.0%	7.6%	983	100.0%	5.7%
Télé Z	4602	100.0%	8.9%	2215	100.0%	9.0%	2387	100.0%	8.9%	1063	100.0%	6.1%
Télécâble Sat Hebdo	1794	100.0%	3.5%	894	100.0%	3.6%	900	100.0%	3.4%	519	100.0%	3.0%
Télérama	2562	100.0%	5.0%	1188	100.0%	4.8%	1373	100.0%	5.1%	1274	100.0%	7.3%
TV Magazine (Agrégat)	14443	100.0%	28.1%	6701	100.0%	27.2%	7741	100.0%	28.9%	3430	100.0%	19.8%
Version Femina (Agrégat)	7766	100.0%	15.1%	2617	100.0%	10.6%	5148	100.0%	19.2%	1791	100.0%	10.3%
La Vie	591	100.0%	1.1%	224	100.0%	0.9%	367	100.0%	1.4%	127	100.0%	0.7%
Voici	2893	100.0%	5.6%	847	100.0%	3.4%	2046	100.0%	7.6%	956	100.0%	5.5%
VSD	779	100.0%	1.5%	371	100.0%	1.5%	408	100.0%	1.5%	268	100.0%	1.5%
<b>Presse Magazine - BiMensuels</b>												
01net	1641	100.0%	3.2%	1251	100.0%	5.1%	390	100.0%	1.5%	776	100.0%	4.5%
L'Auto-Journal	1194	100.0%	2.3%	1018	100.0%	4.1%	176	100.0%	0.7%	494	100.0%	2.8%
Gourmand	660	100.0%	1.3%	154	100.0%	0.6%	506	100.0%	1.9%	261	100.0%	1.5%
Oops !	1879	100.0%	3.6%	515	100.0%	2.1%	1364	100.0%	5.1%	591	100.0%	3.4%
Télé 2 Semaines	3522	100.0%	6.8%	1462	100.0%	5.9%	2061	100.0%	7.7%	901	100.0%	5.2%
TV Grandes Chaînes	2539	100.0%	4.9%	1017	100.0%	4.1%	1522	100.0%	5.7%	653	100.0%	3.8%
<b>Presse Magazine - Mensuels</b>												
Alternatives Economiques	858	100.0%	1.7%	478	100.0%	1.9%	380	100.0%	1.4%	501	100.0%	2.9%
L'Ami des Jardins et de la Maison	1283	100.0%	2.5%	422	100.0%	1.7%	861	100.0%	3.2%	376	100.0%	2.2%
Auto Moto	2207	100.0%	4.3%	1735	100.0%	7.0%	472	100.0%	1.8%	809	100.0%	4.7%
L'Automobile Magazine	1855	100.0%	3.6%	1488	100.0%	6.0%	367	100.0%	1.4%	701	100.0%	4.0%
Avantages	1814	100.0%	3.5%	240	100.0%	1.0%	1573	100.0%	5.9%	688	100.0%	4.0%
Be	986	100.0%	1.9%	119	100.0%	0.5%	867	100.0%	3.2%	499	100.0%	2.9%
Biba	1018	100.0%	2.0%	140	100.0%	0.6%	878	100.0%	3.3%	525	100.0%	3.0%
Bien-Être & Santé	1372	100.0%	2.7%	327	100.0%	1.3%	1045	100.0%	3.9%	324	100.0%	1.9%
Ça M'Intéresse	3058	100.0%	5.9%	1341	100.0%	5.4%	1716	100.0%	6.4%	1246	100.0%	7.2%
Capital	1910	100.0%	3.7%	1084	100.0%	4.4%	826	100.0%	3.1%	898	100.0%	5.2%
Le Chasseur Français	1657	100.0%	3.2%	1029	100.0%	4.2%	628	100.0%	2.3%	332	100.0%	1.9%
Cosmopolitan	1563	100.0%	3.0%	219	100.0%	0.9%	1344	100.0%	5.0%	802	100.0%	4.6%
Cuisine Actuelle	3954	100.0%	7.7%	851	100.0%	3.5%	3103	100.0%	11.6%	1269	100.0%	7.3%
Dossier Familial	1992	100.0%	3.9%	744	100.0%	3.0%	1248	100.0%	4.7%	576	100.0%	3.3%
Enjeux les Echos	698	100.0%	1.4%	469	100.0%	1.9%	229	100.0%	0.9%	361	100.0%	2.1%
L'Expansion	535	100.0%	1.0%	353	100.0%	1.4%	181	100.0%	0.7%	240	100.0%	1.4%

# Synthèse des résultats par famille



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Femme Actuelle Jeux	2033	100.0%	3.9%	505	100.0%	2.0%	1528	100.0%	5.7%	497	100.0%	2.9%
Géo	3753	100.0%	7.3%	1900	100.0%	7.7%	1853	100.0%	6.9%	1578	100.0%	9.1%
Glamour	1244	100.0%	2.4%	162	100.0%	0.7%	1082	100.0%	4.0%	557	100.0%	3.2%
GQ	517	100.0%	1.0%	335	100.0%	1.4%	182	100.0%	0.7%	329	100.0%	1.9%
Intérêts Privés	416	100.0%	0.8%	242	100.0%	1.0%	174	100.0%	0.6%	107	100.0%	0.6%
Jeux Vidéo Magazine (résultats 6 mois)	1403	100.0%	2.7%	1154	100.0%	4.7%	249	100.0%	0.9%	521	100.0%	3.0%
Management	416	100.0%	0.8%	240	100.0%	1.0%	176	100.0%	0.7%	269	100.0%	1.6%
Marie Claire	2517	100.0%	4.9%	455	100.0%	1.8%	2062	100.0%	7.7%	975	100.0%	5.6%
Marie France	1111	100.0%	2.2%	207	100.0%	0.8%	904	100.0%	3.4%	349	100.0%	2.0%
Mieux Vivre Votre Argent	944	100.0%	1.8%	555	100.0%	2.3%	389	100.0%	1.5%	325	100.0%	1.9%
Modes & Travaux	2468	100.0%	4.8%	401	100.0%	1.6%	2067	100.0%	7.7%	737	100.0%	4.2%
Mon Jardin & ma Maison	1578	100.0%	3.1%	479	100.0%	1.9%	1100	100.0%	4.1%	514	100.0%	3.0%
National Geographic	1779	100.0%	3.5%	1121	100.0%	4.5%	658	100.0%	2.5%	807	100.0%	4.6%
Notre Temps	3274	100.0%	6.4%	958	100.0%	3.9%	2316	100.0%	8.6%	370	100.0%	2.1%
Le Particulier	1809	100.0%	3.5%	944	100.0%	3.8%	865	100.0%	3.2%	462	100.0%	2.7%
Pleine Vie	2535	100.0%	4.9%	536	100.0%	2.2%	1999	100.0%	7.5%	301	100.0%	1.7%
Première	962	100.0%	1.9%	488	100.0%	2.0%	473	100.0%	1.8%	497	100.0%	2.9%
Prima	1763	100.0%	3.4%	207	100.0%	0.8%	1556	100.0%	5.8%	586	100.0%	3.4%
Psychologies Magazine	2329	100.0%	4.5%	676	100.0%	2.7%	1653	100.0%	6.2%	1210	100.0%	7.0%
Questions de Femmes	432	100.0%	0.8%	44	100.0%	0.2%	388	100.0%	1.4%	164	100.0%	0.9%
Réponse à Tout !	913	100.0%	1.8%	402	100.0%	1.6%	511	100.0%	1.9%	283	100.0%	1.6%
Le Revenu Placements	448	100.0%	0.9%	307	100.0%	1.2%	140	100.0%	0.5%	191	100.0%	1.1%
La Revue Nationale de la Chasse	754	100.0%	1.5%	526	100.0%	2.1%	228	100.0%	0.8%	154	100.0%	0.9%
Rock and Folk	540	100.0%	1.0%	362	100.0%	1.5%	179	100.0%	0.7%	285	100.0%	1.6%
Santé Magazine	3081	100.0%	6.0%	768	100.0%	3.1%	2313	100.0%	8.6%	879	100.0%	5.1%
Science & Vie	3757	100.0%	7.3%	2167	100.0%	8.8%	1589	100.0%	5.9%	1821	100.0%	10.5%
Sciences et Avenir	2520	100.0%	4.9%	1519	100.0%	6.2%	1001	100.0%	3.7%	1111	100.0%	6.4%
Sélection Reader's Digest	586	100.0%	1.1%	286	100.0%	1.2%	300	100.0%	1.1%	86	100.0%	0.5%
Sport Auto	694	100.0%	1.3%	608	100.0%	2.5%	87	100.0%	0.3%	231	100.0%	1.3%
Studio Magazine - Ciné Live	660	100.0%	1.3%	364	100.0%	1.5%	297	100.0%	1.1%	363	100.0%	2.1%
Système D	1164	100.0%	2.3%	725	100.0%	2.9%	439	100.0%	1.6%	425	100.0%	2.4%
Télé 7 Jeux	2430	100.0%	4.7%	949	100.0%	3.8%	1481	100.0%	5.5%	655	100.0%	3.8%
TGV Magazine	1142	100.0%	2.2%	645	100.0%	2.6%	497	100.0%	1.9%	628	100.0%	3.6%
Top Santé	2612	100.0%	5.1%	615	100.0%	2.5%	1997	100.0%	7.4%	816	100.0%	4.7%
Vogue	1370	100.0%	2.7%	286	100.0%	1.2%	1084	100.0%	4.0%	613	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
<b>Presse Magazine - BiMestriels</b>												
AD Architectural Digest	496	100.0%	1.0%	206	100.0%	0.8%	290	100.0%	1.1%	335	100.0%	1.9%
Art & Décoration	3021	100.0%	5.9%	969	100.0%	3.9%	2052	100.0%	7.6%	1172	100.0%	6.8%
Campagne Décoration	670	100.0%	1.3%	151	100.0%	0.6%	519	100.0%	1.9%	276	100.0%	1.6%
Cuisine et Vins de France	1280	100.0%	2.5%	514	100.0%	2.1%	766	100.0%	2.9%	542	100.0%	3.1%
Détente Jardin	1452	100.0%	2.8%	546	100.0%	2.2%	906	100.0%	3.4%	405	100.0%	2.3%
Détours en France	769	100.0%	1.5%	311	100.0%	1.3%	458	100.0%	1.7%	245	100.0%	1.4%
Elle à Table	1144	100.0%	2.2%	232	100.0%	0.9%	911	100.0%	3.4%	580	100.0%	3.3%
Elle Décoration	2074	100.0%	4.0%	426	100.0%	1.7%	1648	100.0%	6.1%	956	100.0%	5.5%
Famili	1073	100.0%	2.1%	139	100.0%	0.6%	934	100.0%	3.5%	383	100.0%	2.2%
Famille et Education	936	100.0%	1.8%	247	100.0%	1.0%	689	100.0%	2.6%	494	100.0%	2.8%
Infobébés	806	100.0%	1.6%	115	100.0%	0.5%	690	100.0%	2.6%	280	100.0%	1.6%
Infobébés / Infocrêche (Couplage)	972	100.0%	1.9%	146	100.0%	0.6%	826	100.0%	3.1%	344	100.0%	2.0%
Infocrêche	378	100.0%	0.7%	54	100.0%	0.2%	324	100.0%	1.2%	132	100.0%	0.8%
Le Journal de la Maison	1201	100.0%	2.3%	294	100.0%	1.2%	907	100.0%	3.4%	533	100.0%	3.1%
Maison Créative	1002	100.0%	1.9%	265	100.0%	1.1%	737	100.0%	2.7%	399	100.0%	2.3%
Maison et Travaux	2857	100.0%	5.5%	1077	100.0%	4.4%	1780	100.0%	6.6%	1123	100.0%	6.5%
Maison Française Magazine	437	100.0%	0.8%	148	100.0%	0.6%	289	100.0%	1.1%	186	100.0%	1.1%
Maisons Côté Ouest	799	100.0%	1.6%	263	100.0%	1.1%	536	100.0%	2.0%	422	100.0%	2.4%
Maisons Côté Sud	864	100.0%	1.7%	272	100.0%	1.1%	593	100.0%	2.2%	454	100.0%	2.6%
Marie Claire Idées	1765	100.0%	3.4%	239	100.0%	1.0%	1526	100.0%	5.7%	755	100.0%	4.3%
Marie Claire Maison	1926	100.0%	3.7%	356	100.0%	1.4%	1570	100.0%	5.9%	780	100.0%	4.5%
Marmiton	3337	100.0%	6.5%	1016	100.0%	4.1%	2320	100.0%	8.7%	1373	100.0%	7.9%
Maxi Cuisine (résultats 6 mois)	1832	100.0%	3.6%	332	100.0%	1.3%	1501	100.0%	5.6%	510	100.0%	2.9%
Parents (résultats 6 mois)	2115	100.0%	4.1%	423	100.0%	1.7%	1691	100.0%	6.3%	815	100.0%	4.7%
Prima Maison	697	100.0%	1.4%	72	100.0%	0.3%	625	100.0%	2.3%	262	100.0%	1.5%
Régal	691	100.0%	1.3%	226	100.0%	0.9%	465	100.0%	1.7%	317	100.0%	1.8%
Viva Déco	411	100.0%	0.8%	77	100.0%	0.3%	334	100.0%	1.2%	176	100.0%	1.0%
Votre Beauté	483	100.0%	0.9%	46	100.0%	0.2%	438	100.0%	1.6%	134	100.0%	0.8%
<b>Presse Magazine - TriMestriels</b>												
Du Côté de Chez Vous (résultats 6 mois)	2961	100.0%	5.8%	1217	100.0%	4.9%	1743	100.0%	6.5%	1138	100.0%	6.6%
Maisons Côté Est	510	100.0%	1.0%	154	100.0%	0.6%	356	100.0%	1.3%	273	100.0%	1.6%
Vies de Famille	6603	100.0%	12.8%	1749	100.0%	7.1%	4854	100.0%	18.1%	1974	100.0%	11.4%