



AUDIT PRESSE
PREMIUM

2009 RESULTS

A NEW READERSHIP SURVEY

→ AUDIPRESSE = Société interprofessionnelle d'études d'audience de la presse

At the request of the different types of publication,
AUDIPRESSE has created **AUDIPRESSE PREMIUM**,
a unique readership survey on
executive targets (ACTIV)
affluent targets (EASY)

- Field work: from 12 February to 24 June 2009
- Sample: **10,000 interviews**
- Conducted by Ipsos and TNS Sofres

THE AUDIPRESSE PREMIUM POPULATION

6.8 Million Premium individuals in 2009

LesEchosmédias

EXECUTIVE AUDIENCE

TOTAL PREMIUM ACTIV = 3.4 million / 51%

PREMIUM ACTIV
(executives)
excluding Easy
(ie: excl. high income)

2.1 million
31%

PREMIUM ACTIV
(executives)
including EASY
(incl. High Income)

1.4 million
21%

PREMIUM EASY
(High Income)
other
(non executives)

1.4 million
21%

PREMIUM EASY
(High Income)
not in employment

1.8 million
27%

TOTAL PREMIUM EASY = 4.6 million / 69%



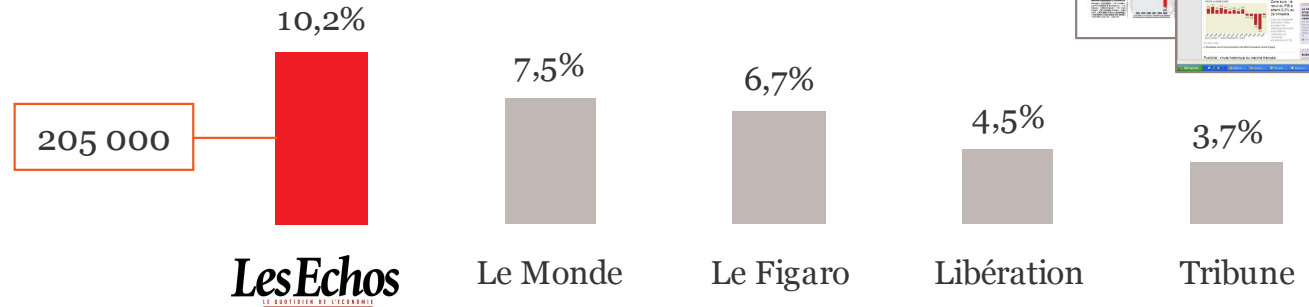
LesEchos
LE QUOTIDIEN DE L'ÉCONOMIE

THE LEADING SOURCE OF INFORMATION
FOR COMPANIES AND THEIR SENIOR COMPANY EXECUTIVES

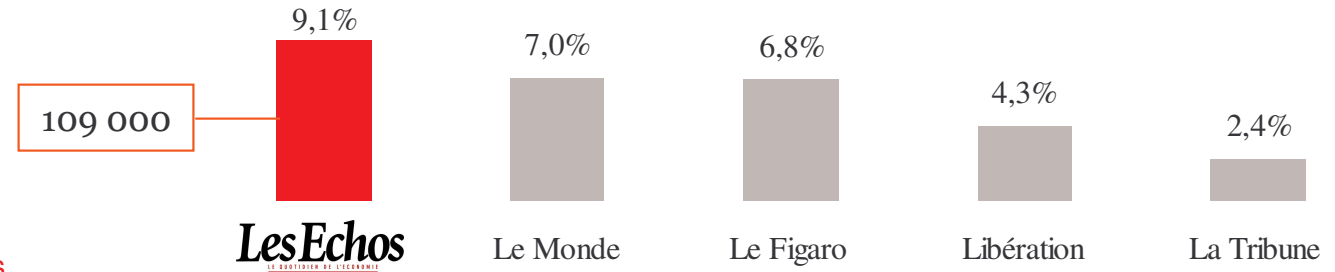
THE NEWSPAPER OF CHOICE FOR ALL COMPANIES



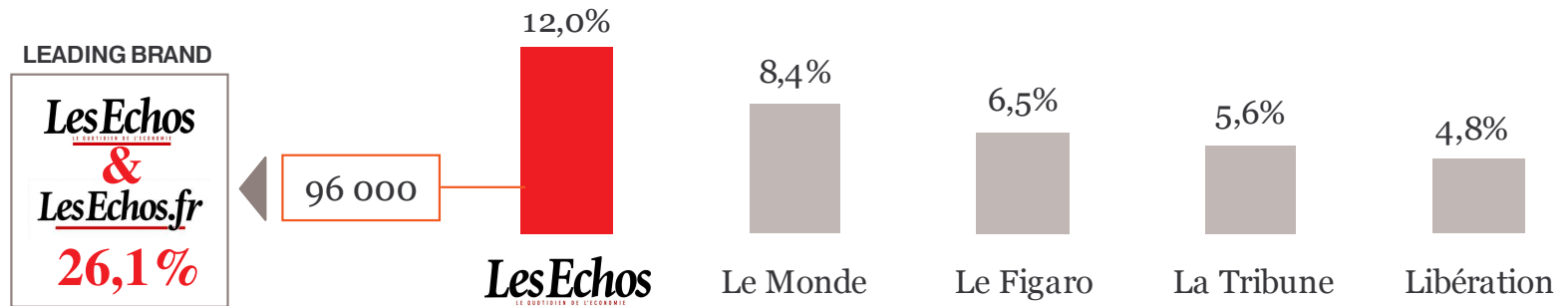
► **Business Decision** (Companies 10 employees and over)
 Sample: 4 388 Population 2 006 460



► **Premium Activ PME**, Companies 10 to 500 emp. (*)
 Sample: 2 465 Population 1 201 423



► **Premium Activ, Large Companies**
 Sample: 1 923 Population 805 037



LEADING BRAND

Les Echos & LesEchos.fr

26,1%

Source : Audipresse 2009 - AIR - Coverage in % - Universe: PQN - (*) universe: QPN excluding L'Equipe

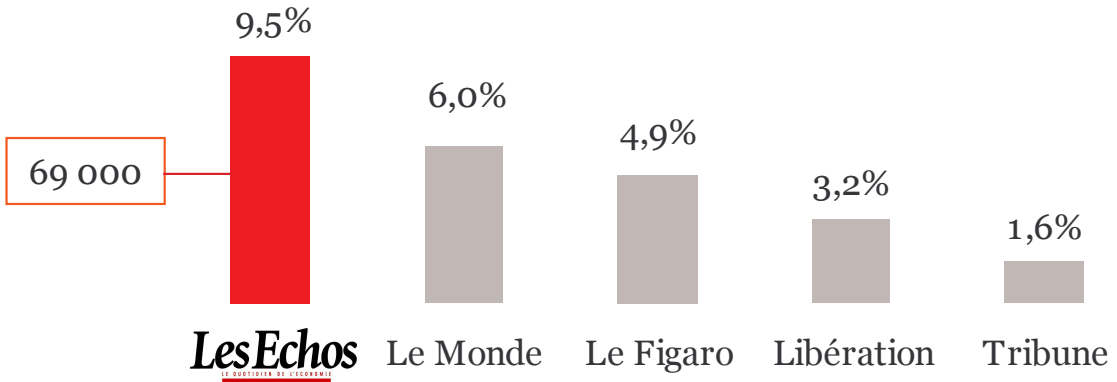
Source : Audipresse 2009 - Newspapers - 8 days, websites - 8 days - Coverage in %

September 2009 - Research & Marketing

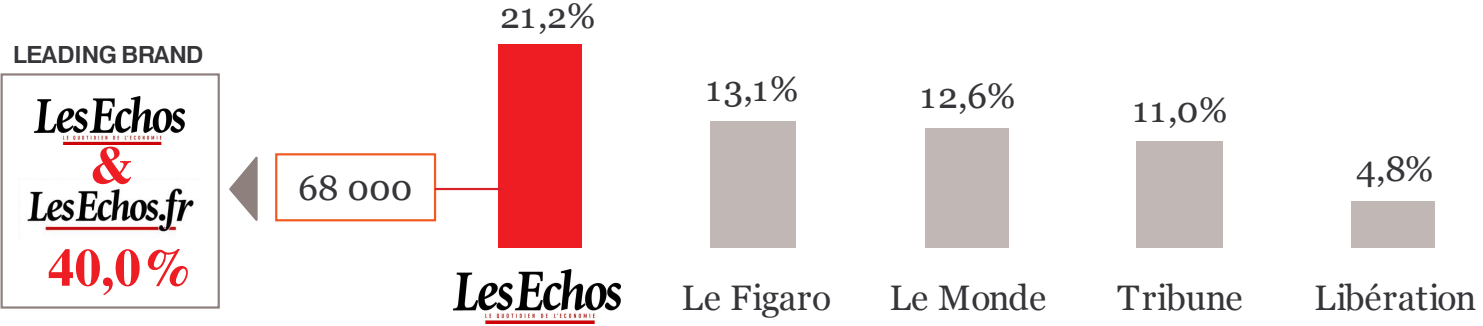
THE NEWSPAPER OF CHOICE FOR ALL SECTORS OF ACTIVITY



Industry
 Sample: 1565
 Population 732 233



Banking-Finance-Insurance
 Sample: 747
 Population 321 160

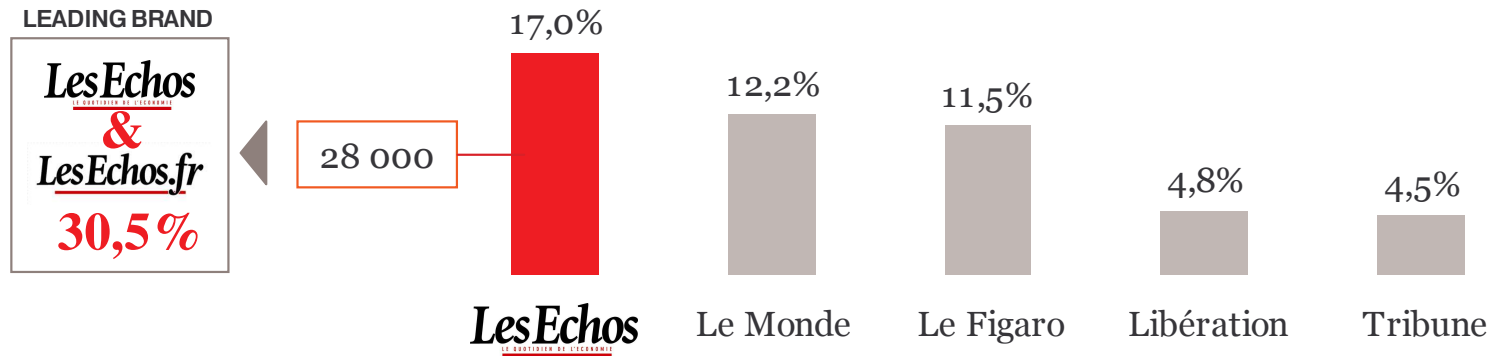


Source: Audipresse 2009 - AIR - Coverage in % - Universe : QPN
 Source: Audipresse 2009 - Newspapers -8 days, websites -8 days - Coverage in %

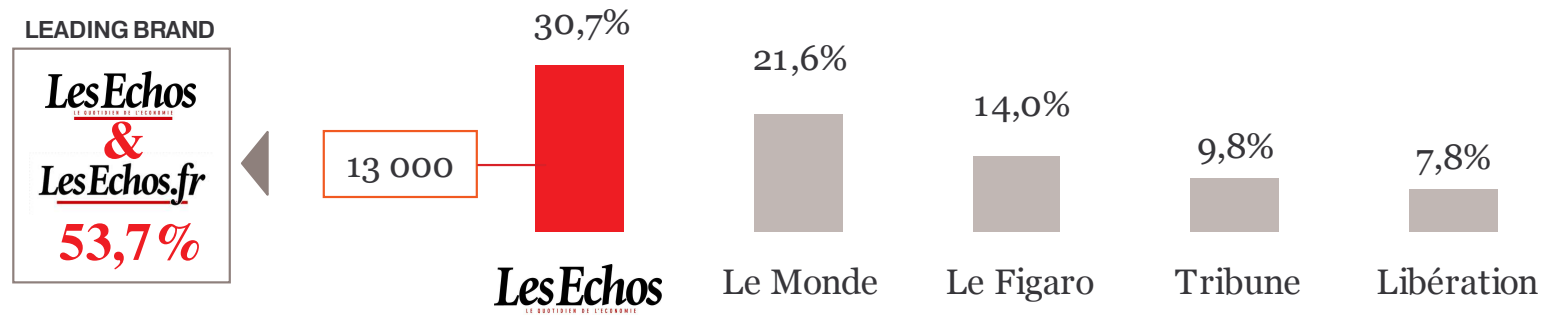
THE NEWSPAPER OF CHOICE FOR MANAGEMENT



→ CEO-MD, companies > 10 employees
 Sample: 778
 Population 162 680



→ CEO-MD, Large Companies
 Sample: 259
 Population 41 145



Source: Audipresse 2009 - AIR - Coverage in % - Universe: QPN

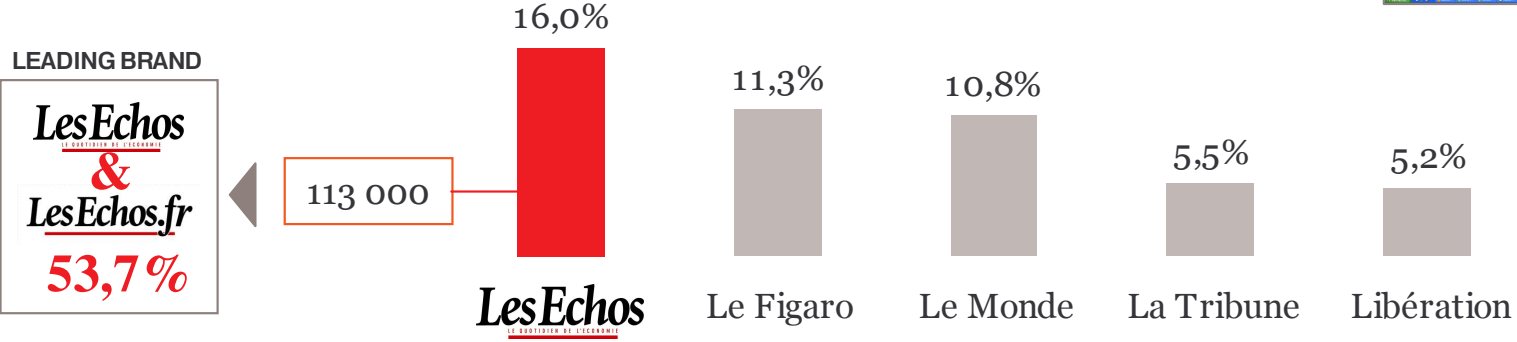
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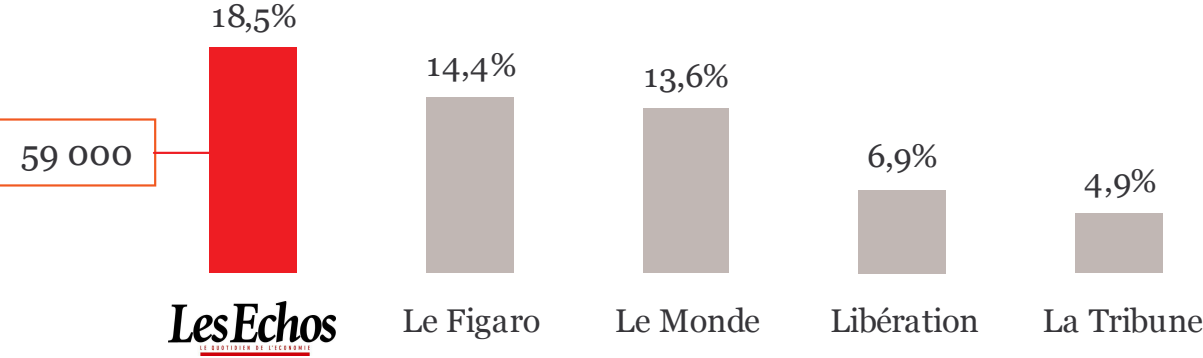
THE NEWSPAPER of choice for senior company executives with very high incomes



▶ **Activ in companies, top 5%** (income > 75K€)
 Sample: 1454
 Population 708 842



▶ **Activ in companies, top 2%** (income > 105K€)
 Sample: 464
 Population 321 834



Source: Audipresse 2009 - AIR - Coverage in % - Universe: QPN
 Source: Audipresse 2009 - Newspapers -8 days, websites -8 days- Coverage in %

RÉGIE PREMIUM LES ECHOS MEDIAS AND ITS TITLES

Reach

1 Premium individual out of 4
1.5 million Premium
23% penetration

1 Premium Activ out of 4
872.000 Activ
24% penetration

1 Activ'Easy out of 3
486.000 Activ'Easy
33% penetration

1 very High Income out of 3
372.000 Top 2%
34% de pénétration

1 Premium Easy out of 5
1.2 million Premium Easy
26% penetration



Source: Audipresse 2009 - Newspapers -8 days, websites -8 days -magazines 30days - Bi-monthly 60 days - regular Radio listeners - Coverage in %

Universe: Les Echos, lesechos.fr, Investir, Investr Magazine, investir.fr, Connaissance des Arts, Enjeux-Les Echos, Radio Classique

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