



THE FACTS

Founded in 1826, Le Figaro is France's oldest and most prestigious national quality daily newspaper.

Le Figaro is a morning newspaper, broadsheet in format, published from Monday through to Saturday and politically right of centre.

The flagship of France's most important newspaper group, Le Figaro is a classic quality newspaper, European in style, but proud of its reputation as France's most prestigious national daily. The newspaper itself is packed with current affairs, international and domestic news and political and social comment. Unlike its competitors, Le Figaro is also renowned for its wealth of feature pages and sections, covering the arts and sciences, fashion, leisure, motoring, education, travel and lifestyle – all catering to the interests of Le Figaro's affluent and professionally successful readership.

Le Figaro daily is also accompanied by a wide range of newspaper and magazine supplements, ranging from business and finance sections – Le Figaro Economie, Le Figaro Entreprises & Le Figaro Patrimoine; to weekly magazines – Le Figaro Magazine, Madame Figaro & TV Magazine; and annual Fashion, Holiday and Gift guides.

Readers of Le Figaro are top managers, professionals and successful entrepreneurs – best described as high earners with large disposable incomes. They live in larger than average houses and flats, take two or three holidays a year – some sun, some skiing – and travel frequently on business and for pleasure staying at the best hotels. Le Figaro's readers dress well, are highly educated and cultured and enjoy a high quality lifestyle. In short, they enjoy what the French call "l'art de vivre" or the art of living!

France's most prestigious national daily newspaper

LE FIGARO

CIRCULATION

	LE FIGARO	LE MONDE	LIBÉRATION
Paid Circulation, France	352,651	358,977	163,084

(OJD 2001)

READERSHIP

Le Figaro's total adult readership, according to the general EUROPN survey, is almost 1.5 million, of which 55% are men and 45% are women. The more targeted surveys show Le Figaro to have an extremely affluent, professionally successful and generally high quality readership.

	LE FIGARO	LE MONDE	LIBÉRATION
<i>The most important members of France's business community</i>			
C-Class Executives (Population: 364,000)			
Coverage	9.5%	8.5%	5.7%
<i>A greater affinity among young, metropolitan, business men and women</i>			
Company Executives, as opposed to Public Sector employees (Population: 4,322,000)			
Composition	73.7%	40.5%	41.8%
All Executives working in the Paris region (Population: 2,143,000)			
Composition	62.5%	51.0%	58.4%
All Executives aged less than 35 years old (Population: 1,888,000)			
Composition	30.0%	25.1%	26.9%
<i>The most affluent members of French society</i>			
Total Net Worth > €600,000 (Population: 185,000)			
Coverage	26.5%	22.2%	6.4%
Total Net Worth > €900,000 (Population: 87,000)			
Coverage	35.4%	22.3%	7.8%
Private Investors with a share portfolio > €150,000 (Population: 207,000)			
Coverage	26.3%	23.9%	5.1%

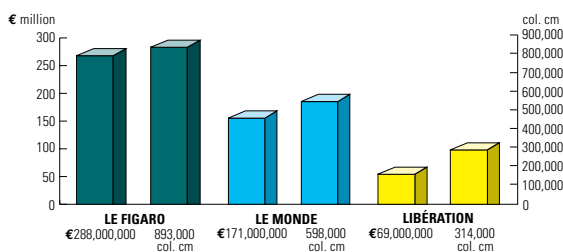
(Sources: IPSOS FCA 2002, HAUTS REVENUS 2001)

ADVERTISING INVESTMENT

More advertisers invest more heavily, in terms of both spend and space, in Le Figaro than in any of its national daily press competitors. Le Figaro, with its numerous feature sections and supplements, also carries a more diverse range of advertising.

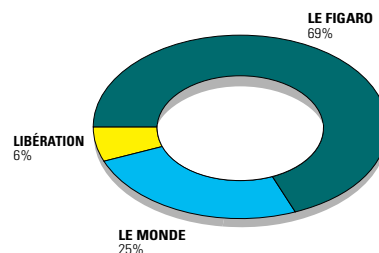
(SECODIP 2002)

Total Advertising Investment in 2002



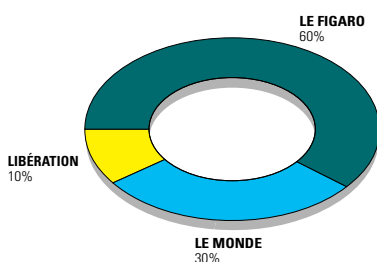
Fashion & Accessories

Total Investment in 2002: €55million



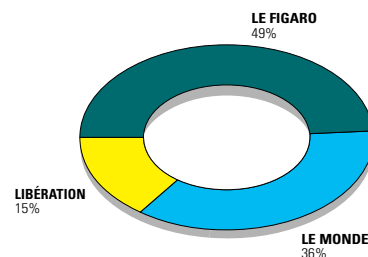
Transport / Automotive

Total Investment in 2002: €57million



Travel & Tourism

Total Investment in 2002: €34.5million



Mercury Publicity Limited

International Advertising Headquarters

Le Figaro Newspaper Group, 16 John Street, London WC1N 2DL, UK
 Tel: 44 (0) 20 7611 1900 • Fax: 44 (0) 20 7404 4674
 E-mail: sales@mercury-publicity.com