



L'EXPRESS



L 'Express, an exclusive target audience



59% of L'Express readers
belong to the Top 4%*, i.e. **326 000** readers
(Index 118 vs total population)

30% of L'Express readers
belong to Top 2%*, i.e. **165 000** readers
(Index 119 vs total population)

* TOP 4% = annual income > 67 K€ per year

** TOP 2%= annual income > 82 K€ per year



Source: IPSOS High Income 2003



L 'Express, a powerful reach, a dynamic readership



■ A Powerful reach

French Paid Circulation* : **434 784 copies**

■ A Dynamic readership

Audience AEPM 2002-2003 : **2 211 000 readers** (15 years and over)

Audience High Income 2003 : **553 000 readers**

■ Celebrated its 50th Anniversary in 2003

* Circulation OJD 2002/2003



Key Figures 2003

November

Audience AEPM 2002

2,283,000 readers

Regions	1,655,000
Paris Region	1,000,000
North	131,000
Eastern Paris Region	140,000
Western Paris Region	195,000
East	156,000
West	207,000
South-East	257,000
South-West	249,000
Mediterranean	320,000

Total Paid Circulation OJD

547,057 copies

France	434,784 copies
International	112,273 copies

Audience of DMs Ipsos FCA

735,000 readers

Of which 67.6 % are DMs in companies

L'EXPRESS

The figures of the month

%

Market share in November 2003

47.8 %

Market share : cumulative this year

Market Share

R.P.P.A November 2003*

Communication/Advertising Sales Function

Page count at publication

Main Functions

Sales	52.2 %
International-Export	57.9 %
Marketing	66.8 %

Profiles

Team Managers	48 %
Higher Education	50.3 %
Of which Business Schools	58.4 %
Bac+2	48.6 %

Main Sectors

Industry	53.1 %
Health	83.7 %
Sales - Distribution	42 %
Food-processing	73.2 %
Public Buildings and Works	42.6 %

* all : L'Express - Le Figaro - Le Monde (cumulative up to the end of October 2003)
Edition Co