

## RECAPITULATIF PRESSE EDITEUR 1986

### Chiffre d'affaires global 1986 : 43,82 milliards de francs

Le chiffre d'affaires global de la presse éditeur progresse en 1986 de 7,3 % en francs courants par rapport à l'année précédente, pour atteindre 43,82 milliards de francs dont 17,56 milliards proviennent des recettes publicitaires contre 16,75 milliards en 1985, soit une progression de + 5%.

Au cours de la période, le tirage total annuel de l'ensemble des titres augmente de 3,39%.

Présenté sous la double répartition, sujet et périodicité, le graphisme figuré à la page opposée contient les données les plus agrégées sur le tirage annuel et le chiffre d'affaires de la presse éditeur.

Au sein de la répartition par type de sujet, la presse d'information générale et politique représente en 1986 47,65% du tirage (elle en représentait 48,65 % en 1985) et 47,66% du chiffre d'affaires de l'ensemble de la presse contre 48,28 % en 1985. Sa part est donc presque égale à celle de la presse spécialisée, malgré une tendance à la baisse.

Presse quotidienne et presse hebdomadaire ont un poids identique : 44 % environ du tirage, et 38 % environ du chiffre d'affaires global.

#### CHIFFRE D'AFFAIRES GLOBAL

■ CHIFFRES CONSTATES en milliards de francs (francs courants)

| Années                    | 1982  | 1983  | 1984  | 1985  | 1986  |
|---------------------------|-------|-------|-------|-------|-------|
| Chiffre d'affaires global | 32,81 | 33,82 | 36,75 | 40,86 | 43,82 |

#### ■ PROJECTIONS

| Années                         | 1987  | 1988  | 1992  |   |
|--------------------------------|-------|-------|-------|---|
| Calculs effectués à partir des |       |       |       |   |
| deux derniers                  | 46,78 | 49,74 | 61,58 | A |
| trois derniers                 | 47,55 | 51,08 | 65,22 | B |
| quatre derniers                | 47,34 | 50,75 | 64,40 | C |
| cinq derniers                  | 46,33 | 49,24 | 60,86 | D |
| chiffres constatés             |       |       |       |   |

# ERRATUM P&S n°13 p.10

## CHIFFRE D'AFFAIRES GLOBAL / PUBLICITE

■ CHIFFRES CONSTATES en milliards de francs (francs courants)

| Années                    | 1982  | 1983  | 1984  | 1985  | 1986  |
|---------------------------|-------|-------|-------|-------|-------|
| Chiffre d'affaires global | 13,51 | 13,14 | 14,57 | 16,75 | 17,56 |

■ PROJECTIONS

| Années                         | 1987  | 1988  | 1992  |   |
|--------------------------------|-------|-------|-------|---|
| Calculs effectués à partir des |       |       |       |   |
| deux derniers                  | 18,37 | 19,18 | 22,42 | A |
| trois derniers                 | 19,28 | 20,78 | 26,76 | B |
| quatre derniers                | 19,37 | 20,91 | 27,09 | C |
| cinq derniers                  | 18,62 | 19,79 | 24,47 | D |
| chiffres constatés             |       |       |       |   |

■ CHIFFRES CONSTATES en milliards de francs (francs courants)

| Années                    | 1982  | 1983  | 1984  | 1985  | 1986  |
|---------------------------|-------|-------|-------|-------|-------|
| Chiffre d'affaires global | 19,30 | 20,68 | 22,18 | 24,11 | 26,26 |

■ PROJECTIONS

| Années                         | 1987  | 1988  | 1992  |   |
|--------------------------------|-------|-------|-------|---|
| Calculs effectués à partir des |       |       |       |   |
| deux derniers                  | 28,41 | 30,56 | 39,16 | A |
| trois derniers                 | 28,26 | 30,30 | 38,46 | B |
| quatre derniers                | 27,98 | 29,84 | 37,31 | C |
| cinq derniers                  | 27,71 | 29,45 | 36,39 | D |
| chiffres constatés             |       |       |       |   |

# ERRATUM P&S n°13 p.16

CHIFFRE D'AFFAIRES GLOBAL      EVOLUTION 1985 - 1986

|                         | INFORMATION<br>GENERALE &<br>POLITIQUE<br>NATIONALE | INFORMATION<br>GENERALE &<br>POLITIQUE<br>LOCALE | PRESSE<br>SPECIALISEE<br>GRAND<br>PUBLIC | PRESSE<br>SPECIALISEE<br>TECHNIQUE &<br>PROFESSIONNELLE |
|-------------------------|---|--|--|---|
| en francs courants      | + 3,73 %  | + 7,41 %   | + 8,69 %                                 | + 7,86 %  |
| en francs constants (1) | + 1,04 %  | + 4,63 %   | + 5,88 %                                 | + 5,07 %  |

(1) La variation de l'indice INSEE des prix de détail a été de + 2,66 % en 1986

1986

TABLEAU RECAPITULATIF  
(en milliers de francs hors T.V.A - Commissions incluses)

| ENSEMBLE DE PRESSE                          | NOMBRE DE TITRES | VENTE AU NUMERO | VENTE PAR ABONNEMENT | TOTAL VENTE | %      | PUBLICITE COMMERCIALE | PETITES ANNONCES | TOTAL PUBLICITE | %      | RECETTE GLOBALE | PART en % |
|---|------------------|-----------------|----------------------|-------------|--------|-----------------------|------------------|-----------------|--------|-----------------|-----------|
| INFORMATION GENERALE ET POLITIQUE NATIONALE | 65               | 3.698.961       | 1.188.457            | 4.887.418   | 57,31% | 2.580.953             | 1.059.699        | 3.640.652       | 42,69% | 8.528.070       | 19,46%    |
| INFORMATION GENERALE ET POLITIQUE LOCALE    | 435              | 5.770.183       | 1.690.979            | 7.461.162   | 60,37% | 3.572.920             | 1.324.518        | 4.897.438       | 39,63% | 12.358.600      | 28,20%    |
| PERIODIQUES SPECIALISES "GRAND PUBLIC"      | 1.234            | 9.345.141       | 2.507.328            | 11.852.469  | 64,14% | 5.986.717             | 639.962          | 6.626.679       | 35,86% | 18.479.148      | 42,17%    |
| PERIODIQUES SPECIALISES "PROFESSIONNELS"    | 1.175            | 230.883         | 1.826.308            | 2.057.191   | 46,15% | 2.032.826             | 367.440          | 2.400.266       | 53,85% | 4.457.457       | 10,17%    |
| ENSEMBLE                                    | 2.909            | 19.045.168      | 7.213.072            | 26.258.240  | 59,92% | 14.173.416            | 3.391.619        | 17.565.035      | 40,08% | 43.823.275      | 100%      |

(toutes periodicites)

| CATEGORIE DE LA NOMENCLATURE | CHIFFRE D'AFFAIRES DE VENTE |                |       |   | CHIFFRE D'AFFAIRES DE PUBLICITE |                  |       |   | CHIFFRE D'AFFAIRES GLOBAL | PART en % |
|------------------------------|-----------------------------|----------------|-------|---|---------------------------------|------------------|-------|---|---------------------------|-----------|
|                              | AU NUMERO                   | PAR ABONNEMENT | TOTAL | % | PUBLICITE COMMERCIALE           | PETITES ANNONCES | TOTAL | % |                           |           |

(en milliers de francs hors TVA - Commissions incluses)

|                                       |           |         |           |        |           |        |           |        |           |        |
|---------------------------------------|-----------|---------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| PRESSE TV/PROGRAMME/<br>SPECTACLES    | 2.013.280 | 366.058 | 2.379.338 | 73,84% | 839.244   | 3.560  | 842.804   | 26,16% | 3.222.142 | 19,83% |
| dont. TV. RADIO                       | 1.973.201 | 363.596 | 2.336.797 | 75,01% | 777.206   | 1.200  | 778.406   | 24,99% | 3.115.203 |        |
| . PROGRAMMES,<br>SPECTACLES           | 40.079    | 2.462   | 42.541    | 39,78% | 62.038    | 2.360  | 64.398    | 60,22% | 106.939   |        |
| PRESSE FEMININE ET<br>PRESSE DU COEUR | 2.202.539 | 308.274 | 2.510.813 | 66,63% | 1.257.423 | 314    | 1.257.737 | 33,37% | 3.768.550 | 23,19% |
| dont. GENERALISTES<br>& ROMAN PHOTO   | 1.707.799 | 204.493 | 1.912.292 | 76,60% | 584.124   | 0      | 584.124   | 23,40% | 2.496.416 |        |
| . MODE                                | 304.732   | 57.765  | 362.497   | 38,45% | 580.256   | 8      | 580.264   | 61,55% | 942.761   |        |
| . ARTS MENAGERS                       | 53.629    | 9.726   | 63.355    | 80,91% | 14.673    | 279    | 14.952    | 19,09% | 78.307    |        |
| . SANTE BEAUTE                        | 136.379   | 36.290  | 172.669   | 68,77% | 78.370    | 27     | 78.397    | 31,23% | 251.066   |        |
| PRESSE DE LOISIRS                     | 1.062.265 | 376.574 | 1.438.839 | 74,47% | 479.035   | 14.339 | 493.374   | 25,53% | 1.932.213 | 11,89% |
| dont. PHOTO/CINEMA/VIDEO              | 211.577   | 30.306  | 241.883   | 76,00% | 75.289    | 1.076  | 76.365    | 24,00% | 318.248   |        |
| . TOURISME/VOYAGE/<br>GASTRONOMIE     | 110.846   | 91.006  | 201.852   | 68,61% | 92.361    | 0      | 92.361    | 31,39% | 294.213   |        |
| . HI-FI/MUSIQUE                       | 139.523   | 11.611  | 151.134   | 64,12% | 83.109    | 1.480  | 84.589    | 35,88% | 235.723   |        |
| . LOISIRS AUTOMOBILE                  | 65.700    | 61.927  | 127.627   | 67,13% | 57.117    | 5.375  | 62.492    | 32,87% | 190.119   |        |
| . BRICOLAGE/MODELISME                 | 55.416    | 17.676  | 73.092    | 78,81% | 17.699    | 1.957  | 19.656    | 21,19% | 92.748    |        |
| . JEUX/DETENTE                        | 92.575    | 7.935   | 100.510   | 91,08% | 9.845     | 0      | 9.845     | 8,92%  | 110.355   |        |
| . MOTS CROISES ET<br>ASSIMILES        | 212.247   | 11.583  | 223.830   | 99,46% | 1.217     | 0      | 1.217     | ,54%   | 225.047   |        |
| . INFORMATIQUE                        | 74.906    | 25.590  | 100.496   | 55,02% | 81.325    | 834    | 82.159    | 44,98% | 182.655   |        |
| . CHASSE/PECHE/NATURE                 | 48.912    | 30.847  | 79.759    | 78,96% | 20.765    | 494    | 21.259    | 21,04% | 101.018   |        |
| . COLLECTIONS ET<br>ANTIQUITES        | 22.342    | 19.014  | 41.356    | 63,46% | 23.686    | 122    | 23.808    | 36,54% | 65.164    |        |
| . AUTRES                              | 28.221    | 69.079  | 97.300    | 83,22% | 16.622    | 3.001  | 19.623    | 16,78% | 116.923   |        |

(toutes periodicités)

| CATEGORIE DE LA NOMENCLATURE | CHIFFRE D'AFFAIRES DE VENTE |                |       |   | CHIFFRE D'AFFAIRES DE PUBLICITE |                  |       |   | CHIFFRE D'AFFAIRES GLOBAL | PART en % |
|------------------------------|-----------------------------|----------------|-------|---|---------------------------------|------------------|-------|---|---------------------------|-----------|
|                              | AU NUMERO                   | PAR ABONNEMENT | TOTAL | % | PUBLICITE COMMERCIALE           | PETITES ANNONCES | TOTAL | % |                           |           |

(en milliers de francs hors TVA - Commissions incluses)

|   |   |  |   |  |   |   |   |   |   |        |
|---|---|--|---|--|---|---|---|---|---|--------|
| BANDES DESSINEES<br>dont. B.D. ADULTES<br>. B.D. ENFANTS/<br>ADOLESCENTS  | 522.956<br>74.461<br>448.495                                    | 53.440<br>2.725<br>50.715                                | 576.396<br>77.186<br>499.210                                    | 97,13%<br>91,82%<br>98,01%                               | 16.516<br>6.365<br>10.151                                   | 513<br>513<br>0                                   | 17.029<br>6.878<br>10.151                                   | 2,87%<br>8,18%<br>1,99%                                 | 593.425<br>84.064<br>509.361                                    | 3,65%  |
| PRESSE DES JEUNES<br>dont. ENFANTS<br>. ADOLESCENTS,<br>. LYCEENS, ETUDIANTS  | 312.782<br>108.069<br>196.277<br>8.436                          | 246.979<br>196.148<br>48.239<br>2.592                    | 559.761<br>304.217<br>244.516<br>11.028                         | 91,88%<br>99,55%<br>85,73%<br>59,97%                     | 49.449<br>1.385<br>40.703<br>7.361                          | 5<br>0<br>5<br>0                                  | 49.454<br>1.385<br>40.708<br>7.361                          | 8,12%<br>,45%<br>14,27%<br>40,03%                       | 609.215<br>305.602<br>285.224<br>18.389                         | 3,75%  |
| PRESSE CULTURELLE<br>dont. LITTERATURE<br>. BEAUX ARTS<br>. INSTRUCTION<br>. DIVERS   | 94.416<br>20.912<br>18.563<br>35.552<br>19.389                  | 193.567<br>22.227<br>21.562<br>46.151<br>103.627         | 287.983<br>43.139<br>40.125<br>81.703<br>123.016                | 82,63%<br>66,62%<br>73,00%<br>96,96%<br>85,12%           | 56.166<br>21.611<br>14.780<br>2.564<br>17.211               | 4.370<br>7<br>61<br>0<br>4.302                    | 60.536<br>21.618<br>14.841<br>2.564<br>21.513               | 17,37%<br>33,38%<br>27,00%<br>3,04%<br>14,88%           | 348.519<br>64.757<br>54.966<br>84.267<br>144.529                | 2,14%  |
| PRESSE SPORTIVE<br>dont. GENERALISTE<br>. SPORTS AUTO-MOTO<br>. SPORTS BALLONS<br>. HIPPISE, TURFISME<br>. SPORTS NAUTIQUES | 1.483.352<br>473.162<br>262.015<br>279.571<br>429.909<br>38.695 | 131.150<br>27.013<br>41.232<br>45.035<br>4.731<br>13.139 | 1.614.502<br>500.175<br>303.247<br>324.606<br>434.640<br>51.834 | 79,61%<br>73,94%<br>73,39%<br>78,60%<br>97,52%<br>65,00% | 395.920<br>168.906<br>103.206<br>86.683<br>10.725<br>26.400 | 17.616<br>7.356<br>6.751<br>1.693<br>307<br>1.509 | 413.536<br>176.262<br>109.957<br>88.376<br>11.032<br>27.909 | 20,39%<br>26,06%<br>26,61%<br>21,40%<br>2,48%<br>35,00% | 2.028.038<br>676.437<br>413.204<br>412.982<br>445.672<br>79.743 | 12,48% |
| PRESSE MAISON /<br>DECORATION<br>dont. MAISON<br>. JARDIN   | 233.480<br>194.139<br>39.341                                    | 129.361<br>97.463<br>31.898                              | 362.841<br>291.602<br>71.239                                    | 58,87%<br>57,51%<br>65,18%                               | 250.564<br>212.502<br>38.062                                | 2.963<br>2.963<br>0                               | 253.527<br>215.465<br>38.062                                | 41,13%<br>42,49%<br>34,82%                              | 616.368<br>507.067<br>109.301                                   | 3,79%  |
| PRESSE MASCULINE  | 249.760   | 4.379  | 254.139   | 72,48%   | 95.495  | 986   | 96.481  | 27,52%  | 350.620   | 2,16%  |
| PRESSE ECONOMIQUE   | 119.004   | 265.445  | 384.449   | 44,02%   | 422.849   | 65.965  | 488.814   | 55,98%  | 873.263   | 5,37%  |

(toutes periodicites)

| CATEGORIE DE LA NOMENCLATURE                            | CHIFFRE D'AFFAIRES DE VENTE |                |            |        | CHIFFRE D'AFFAIRES DE PUBLICITE |                  |           |        | CHIFFRE D'AFFAIRES GLOBAL | PART en % |
|---|-----------------------------|----------------|------------|--------|---------------------------------|------------------|-----------|--------|---------------------------|-----------|
|   | AU NUMERO                   | PAR ABONNEMENT | TOTAL      | %      | PUBLICITE COMMERCIALE           | PETITES ANNONCES | TOTAL     | %      |                           |           |
| (en milliers de francs hors TVA - Commissions incluses) |                             |                |            |        |                                 |                  |           |        |                           |           |
| PRESSE SENSATION/EVASION                                | 749.770                     | 21.846         | 771.616    | 92,65% | 61.208                          | 30               | 61.238    | 7,35%  | 832.854                   | 5,13%     |
| dont. ACTUALITE/SENSATION                               | 521.242                     | 17.134         | 538.376    | 95,53% | 25.165                          | 0                | 25.165    | 4,47%  | 563.541                   |           |
| . ACTUALITE/JEUX  | 151.150                     | 129            | 151.279    | 97,36% | 4.098                           | 0                | 4.098     | 2,64%  | 155.377                   |           |
| . ACTUALITE/MODE  | 61.218                      | 2.160          | 63.378     | 70,42% | 26.588                          | 30               | 26.618    | 29,58% | 89.996                    |           |
| . SCIENCES OCCULTES                                     | 16.160                      | 2.423          | 18.583     | 77,62% | 5.357                           | 0                | 5.357     | 22,38% | 23.940                    |           |
| PRESSE DE VULGARISATION SCIENTIFIQUE /TECHNIQUE         | 105.927                     | 94.067         | 199.994    | 87,52% | 28.281                          | 237              | 28.518    | 12,48% | 228.512                   | 1,41%     |
| PRESSE FAMILIALE ET SOCIALE                             | 128.605                     | 312.559        | 441.164    | 80,11% | 104.235                         | 5.282            | 109.517   | 19,89% | 550.681                   | 3,39%     |
| dont. FAMILLE   | 63.654                      | 51.669         | 115.323    | 59,21% | 79.443                          | 0                | 79.443    | 40,79% | 194.766                   |           |
| . RETRAITES   | 28.924                      | 109.747        | 138.671    | 96,26% | 5.247                           | 142              | 5.389     | 3,74%  | 144.060                   |           |
| . RELIGION  | 4.893                       | 34.852         | 39.745     | 97,82% | 615                             | 271              | 886       | 2,18%  | 40.631                    |           |
| . AUTRES  | 31.134                      | 116.291        | 147.425    | 86,10% | 18.930                          | 4.869            | 23.799    | 13,90% | 171.224                   |           |
| JOURNAUX D'ANNONCES PAYANTS                             | 67.005                      | 3.629          | 70.634     | 23,87% | 87.804                          | 137.431          | 225.235   | 76,13% | 295.869                   | 1,82%     |
| dont . IMMOBILIER                                       | 20.548                      | 113            | 20.661     | 15,40% | 75.872                          | 37.662           | 113.534   | 84,60% | 134.195                   |           |
| . ANNONCES DIVERSES                                     | 46.457                      | 3.516          | 49.973     | 30,91% | 11.932                          | 99.769           | 111.701   | 69,09% | 161.674                   |           |
| TOTAUX ET MOYENNES (1)                                  | 9.345.141                   | 2.507.328      | 11.852.469 | 72,94% | 4.144.189                       | 253.611          | 4.397.800 | 27,06% | 16.250.269                | 100%      |
| JOURNAUX D'ANNONCES GRATUITS                            | 0                           | 0              | 0          | 0%     | 1.842.528                       | 386.351          | 2.228.879 | 100%   | 2.228.879                 |           |
| TOTAUX ET MOYENNES                                      | 9.345.141                   | 2.507.328      | 11.852.469 | 64,14% | 5.986.717                       | 639.962          | 6.626.679 | 35,86% | 18.479.148                |           |

(1) Hors Presse Gratuite



| CATEGORIE<br>DE LA<br>NOMENCLATURE | CHIFFRE D'AFFAIRES DE VENTE |                   |       |   | CHIFFRE D'AFFAIRES DE PUBLICITE |                     |       |   | CHIFFRE<br>D'AFFAIRES<br>GLOBAL | PART<br>en<br>% |
|------------------------------------|-----------------------------|-------------------|-------|---|---------------------------------|---------------------|-------|---|---------------------------------|-----------------|
|                                    | AU<br>NUMERO                | PAR<br>ABONNEMENT | TOTAL | % | PUBLICITE<br>COMMERCIALE        | PETITES<br>ANNONCES | TOTAL | % |                                 |                 |

(en milliers de francs hors TVA - Commissions incluses)

|   |  |  |   |   |  |   |  |   |   |        |
|---|--|--|---|---|--|---|--|---|---|--------|
| PRESSE TV/PROGRAMME/<br>SPECTACLES<br>dont. TV. RADIO<br>. PROGRAMMES,<br>SPECTACLES  | 2.011.183<br>1.973.201<br>37.982   | 364.094<br>363.596<br>498  | 2.375.277<br>2.336.797<br>38.480  | 73,94%<br>75,01%<br>39,64%                              | 833.439<br>777.206<br>56.233   | 3.560<br>1.200<br>2.360   | 836.999<br>778.406<br>58.593   | 26,06%<br>24,99%<br>60,36%                              | 3.212.276<br>3.115.203<br>97.073  | 40,89% |
| PRESSE FEMININE ET<br>PRESSE DU COEUR<br>dont. GENERALISTES<br>& ROMAN PHOTO<br>. MODE<br>. ARTS MENAGERS<br>. SANTE BEAUTE   | 1.420.103<br>1.276.093<br>n.p<br>n.p<br>0                                  | 178.762<br>147.312<br>n.p<br>n.p<br>0                                      | 1.598.865<br>1.423.405<br>n.p<br>n.p<br>0                                   | 76,20%<br>83,61%<br>n.p<br>n.p                          | 499.023<br>279.028<br>n.p<br>n.p<br>0                                      | 279<br>0<br>n.p<br>n.p<br>0   | 499.302<br>279.028<br>n.p<br>n.p<br>0                                      | 23,80%<br>16,39%<br>n.p<br>n.p                          | 2.098.167<br>1.702.433<br>n.p<br>n.p<br>0                                   | 26,71% |
| PRESSE DE LOISIRS<br>dont. PHOTO/CINEMA/VIDEO<br>. TOURISME/VOYAGE/<br>GASTRONOMIE<br>. HI-FI/MUSIQUE<br>. LOISIRS AUTOMOBILE<br>. BRICOLAGE/MODELISME<br>. JEUX/DETENTE<br>. MOTS CROISES ET<br>ASSIMILES<br>. INFORMATIQUE<br>. CHASSE/PECHE/NATURE<br>. COLLECTIONS ET<br>ANTIQUITES<br>. AUTRES | 59.243<br>0<br>0<br>n.p<br>0<br>0<br>0<br>0<br>n.p<br>0<br>0<br>n.p<br>n.p | 65.203<br>0<br>0<br>n.p<br>0<br>0<br>0<br>0<br>n.p<br>0<br>0<br>n.p<br>n.p | 124.446<br>0<br>0<br>n.p<br>0<br>0<br>0<br>0<br>n.p<br>0<br>0<br>n.p<br>n.p | 81,39%<br>n.p<br>n.p<br>n.p<br>n.p<br>n.p<br>n.p<br>n.p | 26.729<br>0<br>0<br>n.p<br>0<br>0<br>0<br>0<br>n.p<br>0<br>0<br>n.p<br>n.p | 1.732<br>0<br>0<br>n.p<br>0<br>0<br>0<br>0<br>n.p<br>0<br>0<br>n.p<br>n.p | 28.461<br>0<br>0<br>n.p<br>0<br>0<br>0<br>0<br>n.p<br>0<br>0<br>n.p<br>n.p | 18,61%<br>n.p<br>n.p<br>n.p<br>n.p<br>n.p<br>n.p<br>n.p | 152.907<br>0<br>0<br>n.p<br>0<br>0<br>0<br>0<br>n.p<br>0<br>0<br>n.p<br>n.p | 1,95%  |

n.p. : non publiable

(Hebdomadaires)

| CATEGORIE DE LA NOMENCLATURE | CHIFFRE D'AFFAIRES DE VENTE |                |       |   | CHIFFRE D'AFFAIRES DE PUBLICITE |                  |       |   | CHIFFRE D'AFFAIRES GLOBAL | PART en % |
|------------------------------|-----------------------------|----------------|-------|---|---------------------------------|------------------|-------|---|---------------------------|-----------|
|                              | AU NUMERO                   | PAR ABONNEMENT | TOTAL | % | PUBLICITE COMMERCIALE           | PETITES ANNONCES | TOTAL | % |                           |           |

(en milliers de francs hors TVA - Commissions incluses)

|   |  |  |  |  |  |  |  |   |  |       |
|---|--|--|--|--|--|--|--|---|--|-------|
| BANDES DESSINEES<br>dont. B.D. ADULTES<br>. B.D. ENFANTS/<br>ADOLESCENTS  | n.p<br>0   | n.p<br>0                                   | n.p<br>0   | n.p                                      | n.p<br>0                                     | n.p<br>0                               | n.p<br>0                                     | n.p                                     | n.p<br>0   | n.p   |
| PRESSE DES JEUNES<br>dont. ENFANTS<br>. ADOLESCENTS,<br>. LYCEENS, ETUDIANTS  | 102.447<br>n.p<br>n.p<br>0                       | 30.282<br>n.p<br>n.p<br>0                  | 132.729<br>n.p<br>n.p<br>0                       | 87,60%<br>n.p<br>n.p                     | 18.777<br>n.p<br>n.p<br>0                    | 5<br>n.p<br>n.p<br>0                   | 18.782<br>n.p<br>n.p<br>0                    | 12,40%<br>n.p<br>n.p                    | 151.511<br>n.p<br>n.p<br>0                       | 1,93% |
| PRESSE CULTURELLE<br>dont. LITTERATURE<br>. BEAUX ARTS<br>. INSTRUCTION<br>. DIVERS   | 0<br>0<br>0<br>0                                 | 0<br>0<br>0<br>0                           | 0<br>0<br>0<br>0                                 |  | 0<br>0<br>0<br>0                             | 0<br>0<br>0<br>0                       | 0<br>0<br>0<br>0                             |   | 0<br>0<br>0<br>0                                 | ,00%  |
| PRESSE SPORTIVE<br>dont. GENERALISTE<br>. SPORTS AUTO-MOTO<br>. SPORTS BALLONS<br>. HIPPISE, TURFISME<br>. SPORTS NAUTIQUES | 502.690<br>n.p<br>n.p<br>209.001<br>203.657<br>0 | 42.283<br>n.p<br>n.p<br>30.778<br>417<br>0 | 544.973<br>n.p<br>n.p<br>239.779<br>204.074<br>0 | 84,83%<br>n.p<br>n.p<br>78,41%<br>97,70% | 91.514<br>n.p<br>n.p<br>64.360<br>4.804<br>0 | 5.937<br>n.p<br>n.p<br>1.662<br>1<br>0 | 97.451<br>n.p<br>n.p<br>66.022<br>4.805<br>0 | 15,17%<br>n.p<br>n.p<br>21,59%<br>2,30% | 642.424<br>n.p<br>n.p<br>305.801<br>208.879<br>0 | 8,18% |
| PRESSE MAISON /<br>DECORATION<br>dont. MAISON<br>. JARDIN   | n.p<br>n.p<br>0                                  | n.p<br>n.p<br>0                            | n.p<br>n.p<br>0                                  | n.p.                                     | n.p<br>n.p<br>0                              | n.p<br>n.p<br>0                        | n.p<br>n.p<br>0                              | n.p.                                    | n.p<br>n.p<br>0                                  | n.p.  |
| PRESSE MASCULINE  | n.p.   | n.p.                                       | n.p.   | n.p.                                     | n.p.   | n.p.                                   | n.p.   | n.p.                                    | n.p.   | n.p.  |
| PRESSE ECONOMIQUE   | 50.900   | 108.289                                    | 159.189  | 43,88%                                   | 199.966                                      | 3.591                                  | 203.557                                      | 56,12%                                  | 362.746  | 4,62% |

n.p. : non publiable

| CATEGORIE DE LA NOMENCLATURE   | CHIFFRE D'AFFAIRES DE VENTE     |                                |                                 |                      | CHIFFRE D'AFFAIRES DE PUBLICITE |                             |                                |                      | CHIFFRE D'AFFAIRES GLOBAL       | PART en % |
|--|---------------------------------|--------------------------------|---------------------------------|----------------------|---------------------------------|-----------------------------|--------------------------------|----------------------|---------------------------------|-----------|
|  | AU NUMERO                       | PAR ABONNEMENT                 | TOTAL                           | %                    | PUBLICITE COMMERCIALE           | PETITES ANNONCES            | TOTAL                          | %                    |                                 |           |
| (en milliers de francs hors TVA - Commissions incluses)  |                                 |                                |                                 |                      |                                 |                             |                                |                      |                                 |           |
| PRESSE SENSATION/EVASION<br>dont. ACTUALITE/SENSATION<br>. ACTUALITE/JEUX<br>. ACTUALITE/MODE<br>. SCIENCES OCCULTES | 672.392<br>n.p<br>n.p<br>0<br>0 | 17.263<br>n.p<br>n.p<br>0<br>0 | 689.655<br>n.p<br>n.p<br>0<br>0 | 95,93%<br>n.p<br>n.p | 29.263<br>n.p<br>n.p<br>0<br>0  | 0<br>n.p<br>n.p<br>0<br>0   | 29.263<br>n.p<br>n.p<br>0<br>0 | 4,07%<br>n.p<br>n.p  | 718.918<br>n.p<br>n.p<br>0<br>0 | 9,15%     |
| PRESSE DE VULGARISATION SCIENTIFIQUE /TECHNIQUE  | 0                               | 0                              | 0                               |                      | 0                               | 0                           | 0                              |                      | 0                               | ,00%      |
| PRESSE FAMILIALE ET SOCIALE<br>dont. FAMILLE<br>. RETRAITES<br>. RELIGION<br>. AUTRES                                | n.p<br>0<br>0<br>n.p<br>n.p     | n.p<br>0<br>0<br>n.p<br>n.p    | n.p<br>0<br>0<br>n.p<br>n.p     | n.p<br>n.p           | n.p<br>0<br>0<br>n.p<br>n.p     | n.p<br>0<br>0<br>n.p<br>n.p | n.p<br>0<br>0<br>n.p<br>n.p    | n.p<br>n.p           | n.p<br>n.p                      | n.p       |
| JOURNAUX D'ANNONCES PAYANTS<br>dont . IMMOBILIER<br>. ANNONCES DIVERSES  | 50.097<br>n.p<br>n.p            | 3.481<br>n.p<br>n.p            | 53.578<br>n.p<br>n.p            | 37,82%<br>n.p<br>n.p | 6.511<br>n.p<br>n.p             | 81.585<br>n.p<br>n.p        | 88.096<br>n.p<br>n.p           | 62,18%<br>n.p<br>n.p | 141.674<br>n.p<br>n.p           | 1,80%     |
| TOTAUX ET MOYENNES (1)   | 5.114.754                       | 919.343                        | 6.034.097                       | 76,81%               | 1.722.939                       | 98.769                      | 1.821.708                      | 23,19%               | 7.855.805                       | 100%      |
| JOURNAUX D'ANNONCES GRATUITS   | 0                               | 0                              | 0                               | 0%                   | 1.707.621                       | 356.704                     | 2.064.325                      | 100%                 | 2.064.325                       |           |
| TOTAUX ET MOYENNES   | 5.114.754                       | 919.343                        | 6.034.097                       | 60,83%               | 3.430.560                       | 455.473                     | 3.886.033                      | 39,17%               | 9.920.130                       |           |

n.p. : non publiable  
(1) Hors Presse Gratuite

(Mensuels)

| CATEGORIE DE LA NOMENCLATURE | CHIFFRE D'AFFAIRES DE VENTE |                |       |   | CHIFFRE D'AFFAIRES DE PUBLICITE |                  |       |   | CHIFFRE D'AFFAIRES GLOBAL | PART en % |
|------------------------------|-----------------------------|----------------|-------|---|---------------------------------|------------------|-------|---|---------------------------|-----------|
|                              | AU NUMERO                   | PAR ABONNEMENT | TOTAL | % | PUBLICITE COMMERCIALE           | PETITES ANNONCES | TOTAL | % |                           |           |

(en milliers de francs hors TVA - Commissions incluses)

|   |  |  |   |  |  |  |   |   |   |        |
|---|--|--|---|--|--|--|---|---|---|--------|
| PRESSE TV/PROGRAMME/<br>SPECTACLES<br>dont. TV. RADIO<br>PROGRAMMES,<br>SPECTACLES  | 1.963<br>0<br>1.963  | 1.908<br>0<br>1.908  | 3.871<br>0<br>3.871   | 41,98%<br><br>41,98%   | 5.350<br>0<br>5.350  | 0<br>0<br>0  | 5.350<br>0<br>5.350   | 58,02%<br><br>58,02%  | 9.221<br>0<br>9.221   | ,14%   |
| PRESSE FEMININE ET<br>PRESSE DU COEUR<br>dont. GENERALISTES<br>& ROMAN PHOTO<br>MODE<br>ARTS MENAGERS<br>SANTE BEAUTE   | 739.241<br>431.705<br>159.258<br>18.741<br>129.537   | 115.039<br>57.181<br>17.556<br>4.536<br>35.766   | 854.280<br>488.886<br>176.814<br>23.277<br>165.303  | 54,16%<br>61,57%<br>34,57%<br>75,64%<br>68,58%   | 722.954<br>305.095<br>334.674<br>7.495<br>75.690   | 35<br>8<br>0<br>0<br>27  | 722.989<br>305.103<br>334.674<br>7.495<br>75.717  | 45,84%<br>38,43%<br>65,43%<br>24,36%<br>31,42%  | 1.577.269<br>793.989<br>511.488<br>30.772<br>241.020  | 23,60% |
| PRESSE DE LOISIRS<br>dont. PHOTO/CINEMA/VIDEO<br>TOURISME/VOYAGE/<br>GASTRONOMIE<br>HI-FI/MUSIQUE<br>LOISIRS AUTOMOBILE<br>BRICOLAGE/MODELISME<br>JEUX/DETENTE<br>MOTS CROISES ET<br>ASSIMILES<br>INFORMATIQUE<br>CHASSE/PECHE/NATURE<br>COLLECTIONS ET<br>ANTIQUITES<br>AUTRES | 835.942<br>211.463<br>108.703<br>85.180<br>52.816<br>55.356<br>82.984<br>105.175<br>55.184<br>45.550<br>15.171<br>18.360 | 281.141<br>29.553<br>90.594<br>10.136<br>54.881<br>17.626<br>5.827<br>5.246<br>18.223<br>27.738<br>9.487<br>11.830 | 1.117.083<br>241.016<br>199.297<br>95.316<br>107.697<br>72.982<br>88.811<br>110.421<br>73.407<br>73.288<br>24.658<br>30.190 | 74,69%<br>76,01%<br>74,76%<br>57,67%<br>74,87%<br>78,79%<br>91,61%<br>99,78%<br>55,10%<br>78,65%<br>69,28%<br>74,46% | 370.829<br>74.986<br>67.275<br>68.495<br>35.644<br>17.691<br>8.134<br>238<br>58.990<br>19.395<br>10.814<br>9.167 | 7.615<br>1.070<br>0<br>1.456<br>495<br>1.957<br>0<br>0<br>834<br>494<br>122<br>1.187 | 378.444<br>76.056<br>67.275<br>69.951<br>36.139<br>19.648<br>8.134<br>238<br>59.824<br>19.889<br>10.936<br>10.354 | 25,31%<br>23,99%<br>25,24%<br>42,33%<br>25,13%<br>21,21%<br>8,39%<br>,22%<br>44,90%<br>21,35%<br>30,72%<br>25,54% | 1.495.527<br>317.072<br>266.572<br>165.267<br>143.836<br>92.630<br>96.945<br>110.659<br>133.231<br>93.177<br>35.594<br>40.544 | 22,38% |

n.p. : non publiable

(Mensuels)

| CATEGORIE DE LA NOMENCLATURE | CHIFFRE D'AFFAIRES DE VENTE |                |       |   | CHIFFRE D'AFFAIRES DE PUBLICITE |                  |       |   | CHIFFRE D'AFFAIRES GLOBAL | PART en % |
|------------------------------|-----------------------------|----------------|-------|---|---------------------------------|------------------|-------|---|---------------------------|-----------|
|                              | AU NUMERO                   | PAR ABONNEMENT | TOTAL | % | PUBLICITE COMMERCIALE           | PETITES ANNONCES | TOTAL | % |                           |           |

(en milliers de francs hors TVA - Commissions incluses)

|   |         |         |         |         |         |       |         |        |         |       |
|---|---------|---------|---------|---------|---------|-------|---------|--------|---------|-------|
| BANDES DESSINEES<br>dont. B.D. ADULTES<br>. B.D. ENFANTS/<br>ADOLESCENTS  | 253.332 | 9.820   | 263.152 | 97,41%  | 6.984   | 0     | 6.984   | 2,59%  | 270.136 | 4,04% |
|   | 69.314  | 2.254   | 71.568  | 93,68%  | 4.826   | 0     | 4.826   | 6,32%  | 76.394  |       |
|   | 184.018 | 7.566   | 191.584 | 98,89%  | 2.158   | 0     | 2.158   | 1,11%  | 193.742 |       |
| PRESSE DES JEUNES<br>dont. ENFANTS<br>. ADOLESCENTS,<br>. LYCEENS, ETUDIANTS  | 203.777 | 216.438 | 420.215 | 94,37%  | 25.059  | 0     | 25.059  | 5,63%  | 445.274 | 6,66% |
|   | 98.295  | 166.950 | 265.245 | 99,71%  | 769     | 0     | 769     | ,29%   | 266.014 |       |
|   | n.p     | n.p     | n.p     | n.p     | n.p     | 0     | n.p     | n.p    | n.p     |       |
|   | n.p     | n.p     | n.p     | n.p     | n.p     | 0     | n.p     | n.p    | n.p     |       |
| PRESSE CULTURELLE<br>dont. LITTERATURE<br>. BEAUX ARTS<br>. INSTRUCTION<br>. DIVERS   | 82.359  | 187.174 | 269.533 | 83,02%  | 55.053  | 74    | 55.127  | 16,98% | 324.660 | 4,86% |
|   | 18.807  | 21.006  | 39.813  | 64,89%  | 21.535  | 7     | 21.542  | 35,11% | 61.355  |       |
|   | 17.456  | 20.791  | 38.247  | 72,51%  | 14.436  | 61    | 14.497  | 27,49% | 52.744  |       |
|   | 35.552  | 46.151  | 81.703  | 96,96%  | 2.564   | 0     | 2.564   | 3,04%  | 84.267  |       |
|   | 10.544  | 99.226  | 111.470 | 87,09%  | 16.518  | 6     | 16.524  | 12,91% | 127.994 |       |
| PRESSE SPORTIVE<br>dont. GENERALISTE<br>. SPORTS AUTO-MOTO<br>. SPORTS BALLONS<br>. HIPPISEME, TURFISME<br>. SPORTS NAUTIQUES | 355.498 | 79.039  | 434.537 | 70,47%  | 176.011 | 6.113 | 182.124 | 29,53% | 616.661 | 9,23% |
|   | 42.952  | 19.621  | 62.573  | 60,43%  | 46.313  | 378   | 46.691  | 42,73% | 109.264 |       |
|   | 190.666 | 30.491  | 221.157 | 71,80%  | 82.594  | 4.251 | 86.845  | 28,20% | 308.002 |       |
|   | 70.571  | 14.257  | 84.828  | 79,14%  | 22.324  | 32    | 22.356  | 20,86% | 107.184 |       |
|   | 16.481  | 1.730   | 18.211  | 100,00% | 0       | 0     | 0       | ,00%   | 18.211  |       |
|   | 34.828  | 12.940  | 47.768  | 64,55%  | 24.780  | 1.452 | 26.232  | 35,45% | 74.000  |       |
| PRESSE MAISON /<br>DECORATION<br>dont. MAISON<br>. JARDIN   | 127.368 | 80.144  | 207.512 | 58,26%  | 146.876 | 1.817 | 148.693 | 41,74% | 356.205 | 5,33% |
|   | 93.147  | 48.246  | 141.393 | 56,10%  | 108.814 | 1.817 | 110.631 | 43,90% | 252.024 |       |
|   | 34.221  | 31.898  | 66.119  | 63,47%  | 38.062  | 0     | 38.062  | 36,53% | 104.181 |       |
| PRESSE MASCULINE  | 235.437 | 3.677   | 239.114 | 71,81%  | 93.808  | 67    | 93.875  | 28,19% | 332.989 | 4,98% |
| PRESSE ECONOMIQUE   | 28.860  | 72.774  | 101.634 | 38,10%  | 165.068 | 87    | 165.155 | 61,90% | 266.789 | 3,99% |

n.p. : non publiable

(Mensuels)

| CATEGORIE DE LA NOMENCLATURE                    | CHIFFRE D'AFFAIRES DE VENTE |                |           |        | CHIFFRE D'AFFAIRES DE PUBLICITE |                  |           |         | CHIFFRE D'AFFAIRES GLOBAL | PART en % |
|---|-----------------------------|----------------|-----------|--------|---------------------------------|------------------|-----------|---------|---------------------------|-----------|
|   | AU NUMERO                   | PAR ABONNEMENT | TOTAL     | %      | PUBLICITE COMMERCIALE           | PETITES ANNONCES | TOTAL     | %       |                           |           |
| PRESSE SENSATION/EVASION                        | 77.046                      | 4.497          | 81.543    | 71,83% | 31.945                          | 30               | 31.975    | 28,17%  | 113.518                   | 1,70%     |
| dont. ACTUALITE/SENSATION                       | 0                           | 0              | 0         |        | 0                               | 0                | 0         |         | 0                         |           |
| . ACTUALITE/JEUX                                | 0                           | 0              | 0         |        | 0                               | 0                | 0         |         | 0                         |           |
| . ACTUALITE/MODE                                | 61.218                      | 2.160          | 63.378    | 70,42% | 26.588                          | 30               | 26.618    | 29,58%  | 89.996                    |           |
| . SCIENCES OCCULTES                             | 15.828                      | 2.337          | 18.165    | 77,23% | 5.357                           | 0                | 5.357     | 22,77%  | 23.522                    |           |
| PRESSE DE VULGARISATION SCIENTIFIQUE /TECHNIQUE | 97.062                      | 88.095         | 185.157   | 63,31% | 27.686                          | 237              | 27.923    | 13,10%  | 213.080                   | 3,19%     |
| PRESSE FAMILIALE ET SOCIALE                     | 122.541                     | 292.918        | 415.459   | 79,44% | 102.518                         | 5.010            | 107.528   | 20,56%  | 522.987                   | 7,82%     |
| dont. FAMILLE                                   | 63.654                      | 47.447         | 111.101   | 58,31% | 79.443                          | 0                | 79.443    | 41,69%  | 190.544                   |           |
| . RETRAITES                                     | 28.924                      | 109.747        | 138.671   | 96,26% | 5.247                           | 142              | 5.389     | 3,74%   | 144.060                   |           |
| . RELIGION                                      | 3.686                       | 19.930         | 23.616    | 99,98% | 4                               | 0                | 4         | ,02%    | 23.620                    |           |
| . AUTRES  | 26.277                      | 115.794        | 142.071   | 86,23% | 17.824                          | 4.868            | 22.692    | 13,77%  | 164.763                   |           |
| JOURNAUX D'ANNONCES PAYANTS                     | 11.466                      | 148            | 11.614    | 8,33%  | 77.603                          | 50.147           | 127.750   | 91,67%  | 139.364                   | 2,09%     |
| dont . IMMOBILIER                               | 4.437                       | 113            | 4.550     | 5,01%  | 74.148                          | 12.123           | 86.271    | 94,99%  | 90.821                    |           |
| . ANNONCES DIVERSES                             | 7.029                       | 35             | 7.064     | 14,55% | 3.455                           | 38.024           | 41.479    | 85,45%  | 48.543                    |           |
| TOTAUX ET MOYENNES (1)                          | 3.171.892                   | 1.432.812      | 4.604.704 | 68,89% | 2.007.744                       | 71.232           | 2.078.976 | 31,11%  | 6.683.680                 | 100,00%   |
| JOURNAUX D'ANNONCES GRATUITS                    | 0                           | 0              | 0         | 0%     | 134.127                         | 29.491           | 163.618   | 100,00% | 163.618                   |           |
| TOTAUX ET MOYENNES                              | 3.218.441                   | 1.428.619      | 4.604.704 | 67,25% | 2.141.871                       | 100.723          | 2.242.594 | 32,75%  | 6.847.298                 |           |

n.p. : non publiable  
 (1) Hors Presse Gratuite

Source : Déclarations d'imprimeurs  
(ARRETE du 9 aouï 1950)

ERRATUM P&S n°13 p.134

Tirage en milliers d'exemplaires

| ANNEE | QUOTIDIENS<br>NATIONAUX |        | QUOTIDIENS<br>DE PROVINCE |        | TIRAGE<br>GLOBAL |
|-------|-------------------------|--------|---------------------------|--------|------------------|
|       | TITRES                  | TIRAGE | TITRES                    | TIRAGE |                  |
| 1945  | 26                      | 4.606  | 153                       | 7.532  | 12.138           |
| 1946  | 28                      | 5.959  | 175                       | 9.165  | 15.124           |
| 1947  | 19                      | 4.702  | 161                       | 8.165  | 12.867           |
| 1948  | 18                      | 4.450  | 142                       | 7.859  | 12.309           |
| 1949  | 16                      | 3.792  | 139                       | 7.417  | 11.209           |
| 1950  | 16                      | 3.678  | 126                       | 7.256  | 10.934           |
| 1951  | 15                      | 3.607  | 122                       | 6.634  | 10.241           |
| 1952  | 14                      | 3.412  | 117                       | 6.188  | 9.600            |
| 1953  | 12                      | 3.514  | 116                       | 6.458  | 9.972            |
| 1954  | 12                      | 3.618  | 116                       | 6.559  | 10.177           |
| 1955  | 13                      | 3.779  | 116                       | 6.823  | 10.602           |
| 1956  | 14                      | 4.441  | 111                       | 6.958  | 11.399           |
| 1957  | 13                      | 4.226  | 110                       | 7.254  | 11.480           |
| 1958  | 13                      | 4.373  | 110                       | 7.294  | 11.667           |
| 1959  | 13                      | 3.980  | 103                       | 6.930  | 10.910           |
| 1960  | 13                      | 4.185  | 98                        | 7.170  | 11.355           |
| 1961  | 13                      | 4.239  | 96                        | 7.087  | 11.326           |
| 1962  | 13                      | 4.207  | 96                        | 7.198  | 11.405           |
| 1963  | 14                      | 4.121  | 94                        | 7.434  | 11.555           |
| 1964  | 14                      | 4.107  | 93                        | 7.617  | 11.724           |
| 1965  | 13                      | 4.211  | 92                        | 7.857  | 12.068           |
| 1966  | 14                      | 4.391  | 91                        | 7.831  | 12.222           |
| 1967  | 12                      | 4.624  | 86                        | 8.005  | 12.629           |
| 1968  | 13                      | 5.034  | 85                        | 8.039  | 13.073           |
| 1969  | 13                      | 4.596  | 81                        | 7.572  | 12.168           |
| 1970  | 13                      | 4.278  | 81                        | 7.587  | 11.865           |
| 1971  | 12                      | 4.244  | 81                        | 7.750  | 11.994           |
| 1972  | 11                      | 3.877  | 78                        | 7.798  | 11.675           |
| 1973  | 12                      | 3.707  | 75                        | 7.506  | 11.213           |
| 1974  | 13                      | 3.831  | 73                        | 7.509  | 11.340           |
| 1975  | 12                      | 3.195  | 71                        | 7.411  | 10.606           |
| 1976  | 13                      | 2.970  | 71                        | 7.197  | 10.167           |
| 1977  | 15                      | 3.185  | 72                        | 7.391  | 10.576           |
| 1978  | 15                      | 3.173  | 72                        | 7.370  | 10.543           |
| 1979  | 13                      | 3.041  | 72                        | 7.468  | 10.509           |
| 1980  | 12                      | 2.913  | 73                        | 7.535  | 10.448           |
| 1981  | 12                      | 3.193  | 73                        | 7.629  | 10.822           |
| 1982  | 13                      | 2.779  | 74                        | 7.332  | 10.111           |
| 1983  | 13                      | 2.877  | 74                        | 7.241  | 10.118           |
| 1984  | 13                      | 2.707  | 70                        | 7.200  | 9.907            |
| 1985  | 12                      | 2.777  | 70                        | 7.109  | 9.886            |
| 1986  | 12                      | 2.885  | 67                        | 7.109  | 9.994            |
| 1987  | 12                      | 2.713  | 67                        | 7.030  | 9.743            |
| 1988  | 11                      | 2.942  | 65                        | 7.155  | 10.097           |