SERVICE JURIDIQUE ET TECHNIQUE DE L'INFORMATION

Bureau de la Statistique

ENQUETE STATISTIQUE ANNUELLE SUR LA PRESSE

TABLEAU G C R E 1 : P A R I S

Résultats d'exploitation par grandes catégories de journaux

ANNEE 1972

Périodicité	Nombre de titres	Tirage total annuel	CHARGES							CHIFFRE D'AFFAIRES				
			Papier		Impression		Autres		TOTALES	Publicité		Vente (1)		TOTAL
			Francs	%	Francs	%	Francs	%		Francs	%	Francs	%	
I. PRESSE D'INFORMATION GENERALE ET POLITIQUE (sauf les magazines)														
QU.MATIN	6	654284.896	78008.072	17.3	117829.140	26.2	254122.195	56.5	449959.407	230355.474	54.9	189138.456	45.1	419493.930
QU.SOIR	3	502282.303	62573.028	16.9	85470.615	23.2	221426.821	59.9	369470.464	211199.695	54.7	174690.747	45.3	385890.442
SEP.JOUR	2	45028.811	9857.555	18.3	14449.677	26.8	29600.802	54.9	53908.034	13583.168	22.0	48225.773	78.0	61808.941
HEBDOS	24	38277.918	4182.709	16.6	9807.146	38.9	11196.122	44.5	25185.977	5370.061	15.1	30267.398	84.9	35637.459
MENSUELS	49	11829.908	1452.111	14.1	4285.762	41.7	4534.241	44.1	10272.114	3587.147	32.6	7423.594	67.4	11010.741
AUTRES	58	8507.400	422.264	11.2	1954.694	51.8	1397.636	37.0	3774.594	433.257	13.4	2788.905	86.6	3222.162
TOTAL	142	1260211.236	156495.739	16.8	253629.622	27.2	522277.817	56.0	932403.178	464528.802	50.7	452534.873	49.3	917063.675
II. MAGAZINES ILLUSTRES D'INFORMATIONS ET DE REPORTAGES (y compris les revues de variétés et radio-TV)														
HEBDOS	13	489702.645	137218.530	21.1	174484.172	26.8	339639.576	52.1	651342.278	240634.265	35.3	441463.497	64.7	682097.762
MENSUELS	27	91963.892	20206.986	19.8	30940.662	30.4	50695.638	49.8	101843.286	36252.999	31.2	79813.260	68.8	116066.259
AUTRES	8	817.904	498.158	9.9	1354.526	26.8	3194.213	63.3	5046.897	578.245	9.2	5681.037	90.8	6259.282
TOTAL	48	582484.441	157923.674	20.8	206779.360	27.3	393529.427	51.9	758232.461	277465.509	34.5	526957.794	65.5	804423.303
III. PRESSE FEMININE														
HEBDOS	11	308221.019	119195.785	28.8	164342.458	39.7	130159.399	31.5	413697.642	184178.557	39.7	279956.521	60.3	464135.078
MENSUELS	58	70375.818	39628.614	20.2	64099.400	32.7	92289.128	47.1	196017.142	118714.223	56.5	91389.754	43.5	210103.977
AUTRES	36	9243.543	4446.761	19.3	9856.589	42.7	8788.539	38.1	23091.889	7927.209	27.8	20565.970	72.2	28493.179
TOTAL	105	387840.380	163271.160	25.8	238298.447	37.7	231237.066	36.5	632806.673	310819.989	44.2	391912.245	55.8	702732.234
IV. PRESSE POUR LA JEUNESSE ET L'ENFANCE (y compris les organes de mouvements de jeunes et d'étudiants)														
HEBDOS	9	91660.000	14269.776	17.0	26599.300	31.7	43131.777	51.3	84000.853	5369.750	6.1	83259.707	93.9	88629.457
MENSUELS	78	75558.800	18024.555	20.7	33635.207	38.6	35475.042	40.7	87134.804	19516.881	21.7	70321.503	78.3	89838.384
AUTRES	125	20679.848	2817.572	17.0	6162.069	37.2	7586.385	45.8	16566.026	208.608	1.2	17835.217	98.8	18043.825
TOTAL	212	187898.648	35111.903	18.7	66396.576	35.4	86193.204	45.9	187701.683	25095.239	12.8	171416.427	87.2	196511.666
V. PRESSE TECHNIQUE ET SPECIALISEE														
QUOTID.	26	257766.444	22423.395	12.3	60111.596	32.9	99983.422	54.8	182518.413	69110.063	39.1	107600.934	60.9	176710.997
HEBDOS	139	404233.561	71478.025	15.5	159767.480	34.7	229372.969	49.8	460618.474	188915.738	38.0	308651.817	62.0	497567.555
MENSUELS	1236	351519.842	93064.965	14.8	241758.961	38.4	295315.759	46.9	630139.685	288466.912	40.9	416905.275	59.1	705372.187
AUTRES	1506	127386.774	26875.616	14.0	95238.038	49.7	69507.464	36.3	191621.118	48187.906	22.9	162081.046	77.1	210268.952
TOTAL	2907	1140906.621	213842.001	14.6	556876.075	38.0	694179.614	47.4	1464897.690	594680.619	37.4	995239.072	62.6	1589919.691
VI. JOURNAUX D'ANNONCES JUDICIAIRES ET LEGALES														
QUOTID.	1	2283.400	211.750	6.7	1833.330	57.6	1139.070	35.8	3184.150	3036.200	77.4	886.200	22.6	3922.400
HEBDOS	5	4171.300	745.291	3.5	9714.428	46.2	10554.149	50.2	21013.868	24129.208	89.7	2778.461	10.3	26907.669
TOTAL	6	6454.700	957.041	4.0	11547.758	47.7	11693.219	48.3	24198.018	27165.408	88.1	3664.661	11.9	30830.069
VII. BULLETINS ET PERIODIQUES DIVERS														
QUOTID.	22	5609.759	1301.025	4.7	.000	.0	26263.296	95.3	27564.321	181.014	.4	45270.885	99.6	45451.899
HEBDOS	56	3658.707	636.970	6.3	15.387	.2	9537.202	93.6	10189.559	280.430	2.0	13640.092	98.0	13920.522
MENSUELS	163	18442.421	1627.222	15.2	3686.020	34.4	5402.978	50.4	10716.220	2157.374	17.1	10451.061	82.9	12608.435
AUTRES	286	4383.744	733.546	10.2	3593.547	49.9	2867.766	39.9	7194.859	2490.795	29.6	5927.620	70.4	8418.415
TOTAL	527	32094.631	4298.763	7.7	7294.954	13.1	44071.242	79.2	55664.959	5109.613	6.4	75289.658	93.6	80399.271
VIII. JOURNAUX ETRANGERS OU A CARACTERE INTERNATIONAL EDITES EN FRANCE														
QUOTID.	4	51083.611	4463.787	7.8	14720.720	25.7	37986.481	66.4	57170.988	32521.713	56.1	25438.358	43.9	57960.071
HEBDOS	10	7843.372	1026.771	9.4	4394.410	40.2	5497.490	50.3	10918.671	4569.596	43.6	5911.394	56.4	10480.990
MENSUELS	30	4330.402	526.764	10.0	2432.942	46.3	2292.379	43.6	5252.085	1352.865	32.1	2861.899	67.9	4214.764
AUTRES	64	982.390	267.854	8.2	1791.388	54.8	1211.633	37.0	3270.875	797.616	29.1	1945.287	70.9	2742.903
TOTAL	108	64239.775	6285.176	8.2	23339.460	30.5	46987.983	61.3	76612.619	39241.790	52.0	36156.938	48.0	75398.728
TOT.GE	4055	3662130.432	738185.457	17.9	1344329.664	32.7	2030169.572	49.4	4112684.693	1744106.969	39.7	2653171.668	60.3	4397278.637

(1) Il s'agit des recettes de vente nettes déclarées (cf Tableau R - 3)

SERVICE JURIDIQUE ET TECHNIQUE
DE L'INFORMATION

Bureau de la Statistique

ENQUETE STATISTIQUE ANNUELLE SUR LA PRESSE

TABLEAU G C R E 2 : P R O V I N C E

Résultats d'exploitation par grandes catégories de journaux

ANNEE 1972

Périodicité	Nombre de titres	Tirage total annuel	CHARGES							CHIFFRE D'AFFAIRES				
			Papier		Impression		Autres		TOTALES	Publicité		Vente (1)		TOTAL
			Francs	%	Francs	%	Francs	%		Francs	%	Francs	%	
I. PRESSE D'INFORMATION GENERALE ET POLITIQUE (sauf les magazines)														
QU.MATIN	68	2251311.707	290830.181	17.6	477276.095	28.9	894102.868	53.2	1667133.144	843407.155	45.8	994956.941	54.2	1838364.096
QU.SOIR	20	65436.489	6398.456	15.6	16437.669	40.1	18180.386	44.3	41016.511	24946.729	50.8	24141.971	49.2	49088.700
SEP.JOUR	24	164333.087	23403.934	19.3	36524.414	30.1	61466.327	50.6	121394.675	45142.271	36.3	79173.420	63.7	124315.691
HEBDOS	356	156783.410	11973.371	10.4	50978.442	44.1	52530.881	45.5	115482.694	75667.708	55.6	60372.547	44.4	136040.255
MENSUELS	108	12717.414	678.474	10.0	2965.537	43.9	3106.989	46.0	6751.000	3753.954	51.5	3538.908	48.5	7292.862
AUTRES	154	6224.672	260.092	11.9	1456.368	66.5	474.461	21.7	2190.921	674.391	38.4	1083.795	61.6	1758.186
TOTAL	730	2656806.779	333544.508	17.2	590562.525	30.5	1029861.912	52.4	1953968.945	993592.208	46.0	1163267.582	54.0	2156859.790
II. MAGAZINES ILLUSTRES D'INFORMATIONS ET DE REPORTAGES (y compris les revues de variétés et radio-TV)														
HEBDOS	1	11648.000	2012.359	19.7	3242.057	31.7	4977.745	48.6	10232.161	1472.696	16.7	7327.833	83.3	8800.529
MENSUELS	15	29149.300	12216.506	17.5	15993.906	23.0	41415.813	59.5	69626.225	31628.362	46.7	36063.461	53.3	67691.823
AUTRES	5	205.278	157.993	10.5	755.284	50.3	589.164	39.2	1502.441	656.415	46.8	745.891	53.2	1402.306
TOTAL	21	41002.578	14386.858	17.7	19991.247	24.6	46982.722	57.7	81360.827	33757.473	43.3	44137.185	56.7	77894.658
III. PRESSE FEMININE														
HEBDOS	2	40038.092	16049.942	28.9	24225.414	43.6	15325.940	27.6	55601.296	32755.876	49.7	33158.687	50.3	65914.563
MENSUELS	13	11389.800	4902.353	18.5	11169.842	42.2	10373.816	39.2	26446.011	14070.974	50.3	13913.704	49.7	27984.678
AUTRES	18	4753.000	621.588	17.8	1898.092	54.3	975.193	27.9	3494.873	26.256	.5	5057.160	99.5	5083.416
TOTAL	33	56180.892	21573.883	25.2	37293.348	43.6	26674.949	31.2	85542.180	46853.106	47.3	52129.551	52.7	98982.657
IV. PRESSE POUR LA JEUNESSE ET L'ENFANCE (y compris les organes de mouvements de jeunes et d'étudiants)														
HEBDOS	4	12086.388	2071.086	29.4	3148.320	44.7	1828.046	25.9	7047.452	945.340	12.2	6822.308	87.8	7767.648
MENSUELS	76	47136.680	6174.381	26.0	7742.409	32.7	9793.297	41.3	23710.087	685.434	2.7	24669.641	97.3	25355.075
AUTRES	142	21643.416	2225.951	20.6	4280.456	39.7	4282.300	39.7	10788.707	71.957	.6	12125.052	99.4	12197.009
TOTAL	222	80866.484	10471.418	25.2	15171.185	36.5	15903.643	38.3	41546.246	1702.731	3.8	43617.001	96.2	45319.732
V. PRESSE TECHNIQUE ET SPECIALISEE														
QUOTID.	3	3668.234	160.174	4.6	651.496	18.7	2681.523	76.8	3493.193	2889.194	68.4	1332.894	31.6	4222.088
HEBDOS	148	154207.653	13201.387	11.9	38159.799	34.4	59521.629	53.7	110882.815	28073.994	24.6	85991.598	75.4	114065.592
MENSUELS	684	108248.300	20465.949	14.1	59215.564	40.7	65714.052	45.2	145395.565	62108.220	39.5	95200.501	60.5	157308.721
AUTRES	1487	56955.322	6831.331	10.6	34869.645	53.9	22936.792	35.5	64637.768	13114.316	20.9	49515.317	79.1	62629.633
TOTAL	2322	323079.509	40658.841	12.5	132896.504	41.0	150853.996	46.5	324409.341	106185.724	31.4	232040.310	68.6	338226.034
VI. JOURNAUX D'ANNONCES JUDICIAIRES ET LEGALES														
QUOTID.		.000	.000	.0	.000	.0	.000	.0	.000	.000	.0	.000	.0	.000
HEBDOS	48	15039.744	1160.637	5.2	8164.815	36.5	13047.624	58.3	22373.076	23394.355	88.9	2933.402	11.1	26327.757
TOTAL	48	15039.744	1160.637	5.2	8164.815	36.5	13047.624	58.3	22373.076	23394.355	88.9	2933.402	11.1	26327.757
VII. BULLETINS ET PERIODIQUES DIVERS														
QUOTID.	1	68.750	1.362	.0	.000	.0	.000	.0	1.362	.000	.0	.000	.0	.000
HEBDOS	254	8148.650	195.926	9.9	948.217	47.8	837.962	42.3	1982.105	62.381	3.4	1799.640	96.6	1862.021
MENSUELS	1500	28929.934	1881.553	7.8	18751.315	78.0	3401.861	14.2	24034.729	1952.408	18.1	8819.774	81.9	10772.182
AUTRES	726	10775.581	1240.634	16.2	4310.317	56.1	2129.075	27.7	7680.026	2077.321	26.8	5671.348	73.2	7748.669
TOTAL	2481	47922.915	3319.475	9.9	24009.849	71.2	6368.898	18.9	33698.222	4092.110	20.1	16290.762	79.9	20382.872
VIII. JOURNAUX ETRANGERS OU A CARACTERE INTERNATIONAL EDITES EN FRANCE														
QUOTID.	1	7613.600	379.754	13.1	1094.944	37.9	1415.001	49.0	2889.699	204.211	6.9	2746.555	93.1	2950.766
HEBDOS	4	724.100	186.336	33.3	226.714	40.6	146.000	26.1	559.050	132.800	17.6	622.616	82.4	755.416
MENSUELS	14	634.800	76.234	8.7	442.245	50.2	362.572	41.2	881.051	245.771	21.6	893.212	78.4	1138.983
AUTRES	19	278.180	22.996	11.4	138.325	68.4	40.996	20.3	202.317	10.340	4.8	204.615	95.2	214.955
TOTAL	38	9250.680	665.320	14.7	1902.228	42.0	1964.569	43.3	4532.117	593.122	11.7	4466.998	88.3	5060.120
TOT.GE	5895	3226149.581	425780.940	16.8	829991.701	32.7	1291658.313	50.5	2547430.954	1210170.829	43.7	1558882.791	56.3	2769053.620

(1) Il s'agit des recettes de vente nettes déclarées (cf Tableau R - 3)

SERVICE JURIDIQUE ET TECHNIQUE
DE L'INFORMATION

Bureau de la Statistique

ENQUETE STATISTIQUE ANNUELLE SUR LA PRESSE

TABLEAU G C R E 3 : PARIS + PROVINCE

Résultats d'exploitation par grandes catégories de journaux

ANNEE 1972

	Nombre de titres	Tirage total annuel	CHARGES						TOTALES	CHIFFRES D'AFFAIRES				TOTAL
			Papier		Impression		Autres			Publicité		Vente (1)		
			Francs	%	Francs	%	Francs	%		Francs	%	Francs	%	
I. PRESSE D'INFORMATION GENERALE ET POLITIQUE (sauf les magazines)														
QU.MATIN	74	2905596.603	368838.253	17.5	600029.235	28.6	1148225.063	53.9	2117092.551	1073762.629	47.5	1184095.397	52.5	2257858.026
QU.SOIR	23	567718.792	68971.484	16.8	101908.284	24.8	239607.207	58.4	410486.975	236146.424	54.3	198832.718	45.7	434979.142
SEP.JOUR	26	209361.898	33261.489	19.0	50974.091	29.1	91067.129	51.9	175302.709	58725.439	31.6	127399.193	68.4	186124.632
HEBDOS	380	195061.328	16156.080	11.5	60785.588	43.2	63727.003	45.3	140668.671	81037.769	47.2	90639.945	52.8	171677.714
MENSUELS	157	24547.322	2130.585	12.5	725[illegible].299	42.6	7641.230	44.9	17023.114	7341.101	40.1	10962.502	59.9	18303.603
AUTRES	212	14732.072	682.356	11.4	3411.062	57.2	1872.097	31.4	5965.515	1107.648	22.2	3872.700	77.8	4980.348
TOTAL	872	3917018.015	490040.247	17.1	844192.147	29.4	1552139.729	53.5	2886372.123	1458121.010	47.4	1615802.455	52.6	3073923.465
II. MAGAZINES ILLUSTRES D'INFORMATIONS ET DE REPORTAGES (y compris les revues de variétés et radio-TV)														
HEBDOS	14	501350.645	139230.889	21.0	177726.229	26.9	344617.321	52.1	661574.439	242106.961	35.0	448791.330	65.0	690898.291
MENSUELS	42	121113.192	32423.492	18.9	46934.568	27.4	92111.451	53.7	171469.511	67881.361	36.9	115876.721	63.1	183758.082
AUTRES	13	1023.182	656.151	10.0	2109.810	32.2	3783.377	57.8	6549.338	1234.660	16.1	6426.928	83.9	7661.588
TOTAL	69	623487.019	172310.532	20.5	226770.607	27.0	440512.149	52.5	839593.288	311222.982	35.3	571094.979	64.7	882317.961
III. PRESSE FEMININE														
HEBDOS	13	348259.111	135245.727	28.8	188567.872	40.2	145485.339	31.0	469298.938	216934.433	40.9	313115.208	59.1	530049.641
MENSUELS	71	81765.618	44530.967	20.0	75269.242	33.8	102662.944	46.1	222463.153	132785.197	55.8	105303.458	44.2	238088.655
AUTRES	54	13996.543	5068.349	19.1	11754.681	44.2	9763.732	36.7	26586.762	7953.465	23.7	25623.130	76.3	33576.595
TOTAL	138	444021.272	184845.043	25.7	275591.795	38.4	257912.015	35.9	718348.853	357673.095	44.6	444041.796	55.4	801714.891
IV. PRESSE POUR LA JEUNESSE ET L'ENFANCE (y compris les organes de mouvements de jeunes et d'étudiants)														
HEBDOS	13	103746.388	16340.862	17.9	29747.620	32.7	44959.823	49.4	91048.305	6315.090	6.6	90082.015	93.4	96397.105
MENSUELS	154	122695.480	24198.936	21.8	41377.616	37.3	45268.339	40.8	110844.891	20202.315	17.5	94991.144	82.5	115193.459
AUTRES	267	42323.264	5043.523	18.4	10442.525	38.2	11868.685	43.4	27354.733	280.565	.9	29960.269	99.1	30240.834
TOTAL	434	268765.132	45583.321	19.9	81567.761	35.6	102096.847	44.5	229247.929	26797.970	11.1	215033.428	88.9	241831.398
V. PRESSE TECHNIQUE ET SPECIALISEE														
QUOTID.	29	261434.678	22583.565	12.1	60763.092	32.7	102664.945	55.2	186011.606	71999.257	39.8	108933.828	60.2	180933.085
HEBDOS	287	558441.214	84679.412	14.8	197927.279	34.6	288894.598	50.6	571501.289	216989.732	35.5	394643.415	64.5	611633.147
MENSUELS	1920	459768.142	113530.914	14.6	300974.525	38.8	361029.811	46.6	775535.250	350575.132	40.6	512105.776	59.4	862680.908
AUTRES	2993	184342.096	33706.947	13.2	130107.683	50.8	92444.256	36.1	256258.886	61302.222	22.5	211596.363	77.5	272898.585
TOTAL	5229	1463986.130	254500.842	14.2	689772.579	38.5	845033.610	47.2	1789307.031	700866.343	36.3	1227279.382	63.7	1928145.725
VI. JOURNAUX D'ANNONCES JUDICIAIRES ET LEGALES														
QUOTID.	1	2283.400	211.750	6.7	1833.330	57.6	1139.070	35.8	3184.150	3036.200	77.4	886.200	22.6	3922.400
HEBDOS	53	19211.044	1905.928	4.4	17879.243	41.2	23601.773	54.4	43386.944	47523.563	89.3	5711.863	10.7	53235.426
TOTAL	54	21494.444	2117.678	4.5	19712.573	42.3	24740.843	53.1	46571.094	50559.763	88.5	6598.063	11.5	57157.826
VII. BULLETINS ET PERIODIQUES DIVERS														
QUOTID.	23	5678.509	1302.387	4.7	.000	.0	26263.296	95.3	27565.683	181.014	.4	45270.885	99.6	45451.899
HEBDOS	310	11807.357	832.896	6.8	963.604	7.9	10375.164	85.2	12171.664	342.811	2.2	15439.732	97.8	15782.543
MENSUELS	1663	47372.355	3508.775	10.1	22437.335	64.6	8804.839	25.3	34750.949	4109.782	17.6	19270.835	82.4	23380.617
AUTRES	1012	15159.325	1974.180	13.3	7903.864	53.1	4996.841	33.6	14874.885	4568.116	28.3	11598.[illegible]68	71.7	16167.084
TOTAL	3008	80017.546	7618.238	8.5	31304.803	35.0	50440.140	56.4	89363.181	9201.723	9.1	91580.420	90.9	100782.143
VIII. JOURNAUX ETRANGERS OU A CARACTERE INTERNATIONAL EDITES EN FRANCE														
QUOTID.	5	58697.211	4843.541	8.1	15815.664	26.3	39401.482	65.6	60060.687	32725.924	53.7	28184.913	46.3	60910.837
HEBDOS	14	8567.472	1213.107	10.6	4621.124	40.3	5643.490	49.2	11477.721	4702.396	41.8	6534.010	58.2	11236.406
MENSUELS	44	4965.202	602.998	9.8	2875.187	46.9	2654.951	43.3	6133.136	1598.636	29.9	3755.111	70.1	5353.747
AUTRES	83	1260.570	290.850	8.4	1929.713	55.6	1252.629	36.1	3473.192	807.956	27.3	2149.902	72.7	2957.858
TOTAL	146	73490.455	6950.496	8.6	25241.688	31.1	48952.552	60.3	81144.736	39834.912	49.5	40623.936	50.5	80458.848
TOT.GE	9950	6892280.013	1163966.397	17.5	2174321.365	32.6	3321827.885	49.9	6660115.647	2954377.798	41.2	4212054.459	58.8	7166332.257

(1) Il s'agit des recettes de vente nettes déclarées (cf Tableau R - 3)