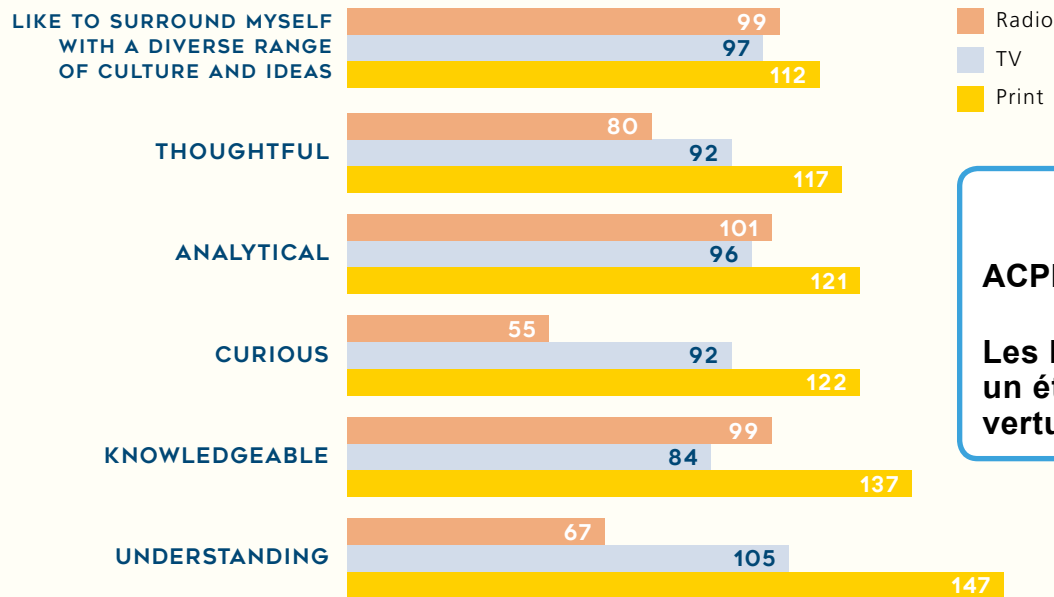


29 LA PRESSE, UN CIBLAGE OPTIMAL

SELF PERCEPTION (INDEX)



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**Les lecteurs du print,
un état d'esprit d'ouverture**

Source : MPA USA - YouGove Profiles April 2016 Adults 18+ Index % of top users of each medium vs % of adults 18+
Print magazine = readers at least several times per week or digital magazine more than once a day
Radio = listeners listen FM Radio at least 2 hours per day or AM Radio at least 1 hour a day
TV = viewers watch live TV or catchup TV at least 31 hours per week
Each group represents approximately the same proportion of US 18+

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