

# Le Matin Bleu: clearly ahead



Date : 25 March 2008  
Emetteur : Edipresse Group

Le  
Matin Bleu **continues its growth and confirms its leading position in the Swiss-French region ahead of**  
20 Minutes  
, according to **the latest figures from REMP (the certification body of audience figures for Swiss media). From October 2006 to September 2007,**  
24heures,  
Le Matin Dimanche **and most of the Edipresse Group's magazines registered stable audience numbers.**

With an average of 469'000 readers, a jump of over 50%[1] in a year,

Le  
Matin Bleu confirms its leading position in the dailies market in French-speaking Switzerland and clearly outpaces  
20 Minutes.

Le Matin semaine, with 296'000 readers, remains the leading paid-for daily on the market, followed by  
24heures (241'000 readers) and  
La Tribune  
de Genève (154'000 readers)

Globally,

Le  
Matin Bleu with its 160'000 new readers in a year, and the stability of  
24heures, allowed the Edipresse Group to reinforce its audience share on the Swiss-French dailies market.

Top Deal, the combined advertising offer for  
Matin semaine and

Le

Matin Bleu, remains the most effective offering on the market, reaching 632'000 unique readers or over 46% of the region's 14+ population.

With 544'000 readers,  
*Le Matin Dimanche* remains steady, whereas over the same period all three Swiss-German Sunday newspapers saw their numbers decrease by about 5%. The three principal magazines of the Edipresse Group,  
*Téle*  
*top matin* (471'000 readers),  
*Femina* (447'000) and  
*TVguide* (352'000) registered stable numbers, while  
*Terre & Nature*, averaging 95'000 readers, experienced a 3% increase over last year.  
*Bilan*, with 101'000 readers, saw a decrease principally in Geneva, whereas its audience grew in the Vaud canton, and global sales for 2007 were on the rise.

[1] October 2006-September 2007 as compared to October 2005-September 2006

**For all information:**

Sylvia Wuersten

Manager Corporate Communications

Tel. + 41 21 349 42 01