

Gael

Periodicity

Monthly

Language

FR

Universe

National

Number of issues

12

Readers (CIM NRS 2021 *)



Total Reach of total Brand

-

AIR Brand

AIR Print + Digital versions

Surfers (CIM internet Jun 2020-May 2021)



Website avg. daily surfers (Real Users)

2.722

Apps avg. daily surfers (Real Users)

Circulation (Jan-Dec 2020 Controlled)



Print run

29.343

Paid copies (>50%)

10.935

Paid subscriptions (>50%)

2.682

Paid sales (<50%)*

-

Paid affiliates (incl. in membership)

-

Paid third party**

3.000

Free push

1.160

Free pull

-

Other distribution (differed & raw pull)

882

Paid digital Replica circulation

31

Paid digital Non Replica circulation

-

Paid Web only access

-

* Average price Paid sales (<50%) : 0.00 €

** Average price Paid third party : 2.30 €

Remark:

- Web average daily surfers: based on less than 40 respondents per day

*The 2020 Covid pandemic has influenced:

- The circulation strategy of press titles with the decrease or increase of some distribution modes depending on the title.

- The readers figures as there was no CIM NRS 2021 publication due to too much instability in the fieldwork.

Please consider all the elements above while analyzing the strength of press titles in normal circumstances.

The CIM guarantees the validity of the given data, not of any processing they may be subsequently used for.