



The leading weekly for IT decision makers in France, issued on Thursdays
Cover Price: € 5.00

MARKET POSITION:

01 Informatique is the only professional IT weekly in France and caters for all the information needs of the IT decision-maker, it targets from “job managers” to “company leaders”. It was launched in 1966 with the introduction of computers into organisations and was the first ever IT weekly in the world. It employs a large number of full time journalists, who are experts in their fields and specialists from the IT industry. **01 Informatique** remains highly respected for the quality of its editorial team and content. It is the leading publication for IT decision making readership, boasting a total of 225 000 decision-makers per week (IPSOS IT 2010).

| | | 01 Informatique |
|---------------------------|----------|------------------------|
| Total Circulation | OJD 2011 | 27,012 |
| Domestic Paid Circulation | OJD 2011 | 21,709 |
| PREMIUM 2011 | | |
| All | | 156,000 |
| Easy | | 40,000 |
| Activ | | 110,000 |
| Activ Easy | | 40,000 |
| IPSOS IT 2010 | | |
| All | | 225,000 |
| IT Professionals | | 176,000 |

Editorial Content:

This high level of coverage is achieved through an exhaustive treatment of every area relevant to the demands of today’s IT decision-makers. It has both a strategic and technical approach to IT and is considered the reference tool in France for anyone involved in professional decisions concerning Information Systems.

01 Informatique is divided into 5 sections: *Trends* (technical innovation, social movement, company strategy, etc.), *Opinions* (experts’ opinion on trends or the way technologies change their lives), *Testimonials* (reports, interviews, share of experiences, advises, etc.), *Feature* (global vision on a main topic) and *Business Style / Guide* (appointment on practical subject).

TECHNICAL SPECIFICATIONS:

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