

Capital

France's Leading Economic Magazine
 Monthly Publication issued on Thursdays
 Cover Price: € 3.00



MARKET POSITION:

Capital is the unique and dynamic business magazine that brings together news and finance in one, with sensible analyses of complex economic events, well-researched behind-the-scenes reports and practical advice on financial investments and successful management. **Capital** is by far the most widely read business magazine in France and Europe: the unchallenged market leader.

Capital targets an audience composed of Executives, Senior Executives, decision makers, CEOs and Managing Directors who want to be updated on the going-on in the world of business and finance.

		Capital	L' Expansion	Enjeux - Les Echos
Total Circulation	OJD 2011	323,453	143,986	99,718
Domestic Paid Circulation	OJD 2011	320,839	139,588	98,030
Readership	AEPM 2009/2010	2,167,000	713,000	901,000
PREMIUM 2011				
All		886,000	345,000	535,000
Easy		605,000	262,000	396,000
Activ		525,000	183,000	340,000
Activ-Easy		244,000	100,000	201,000
IPSOS IT 2010				
ALL		102,000	24,000	68,000

EDITORIAL PROFILE:

Capital has distinguished itself by providing serious and reliable investigative editorial in a visually stimulating, high impact layout: a new form of economic journalism that is so appealing to French Executives. It covers macro economics, management techniques, people, careers, investments, travel and lifestyle and presents them in the most accessible way. This editorial balance and presentation are the secret of **Capital's** success, which is underlined by the fact that 80% of sales are from newstands.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

3 Weeks prior to publication.

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