



The only French weekly business magazine
 Issued on Thursday
 Cover Price: € 2.50



MARKET POSITION:

Launched in 1982, as an advisor to young graduates at the beginning of their careers, or to those who are ready to launch a new business, **Challenges** was integrated into the *Nouvel Observateur* group in 1986. On September 1st 2005, Challenges turned weekly. It poses now as the leader of a dynamic, reactive, global and operational vision of current events.

Since the arrival of the new editor-in-chief, Vincent Beaufiglioli, **Challenges** has filled the gap of Business Weekly Magazines which did not exist in France before.

After all these changes, **Challenges** has become France's reference business magazine.

		Challenges (weekly)	L' Expansion (monthly)
Total Circulation	OJD 2011	237,686	143,986
Domestic Paid Circulation	OJD 2011	232,825	139,588
Readership	APEM 2009/2010	616,000	713,000
PREMIUM 2011			
All		451,000	345,000
Easy		362,000	262,000
Active		215,000	183,000
Active-Easy		125,000	100,000
IPSOS IT 2010			
All		35,000	-

EDITORIAL PROFILE:

Intentionally without political leanings, **Challenges** reports on and explains French business, bringing out the political, social and personal aspects. Since **Challenges** will become weekly in September 2005 its content will be more up to date than any other French business magazines. **Challenges** keeps three easily identifiable colour coded sections. It has also reinforced its editorial concept to include more business current affairs. Because of its editorial style, new logo, layout and varied graphics, **Challenges** is a pleasure to read and is a stimulating reflection on the business world.

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

3 weeks prior to publication.

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