



Bi-monthly, Money magazine for high net worth individuals, published on Fridays  
Cover Price: € 4.00

### **MARKET POSITION:**

The AEPM readership structure of *Investir Magazine* shows how close it is to business publications. To manage their assets, private investors read *Investir Magazine*. Compared to other personal finance publications, *Investir Magazine* has a younger readership, a higher proportion of AB+ readers with a higher education, wealthier, and is more IT-friendly.

		<b>Investir Magazine</b>	Le Revenu (monthly)	Mieux Vivre Votre Argent
<b>Total Circulation</b>	OJD 2011	<b>74,380</b>	35,580	227,385
<b>Domestic Paid Circ.</b>	OJD 2011	<b>70,209</b>	75,759	223,128
<b>AEPM 2009/2010</b>		<b>689,000</b>	566,000	867,000
<b>PREMIUM 2011</b>				
All		<b>269,000</b>	217,000	428,000
Easy		<b>209,000</b>	172,000	344,000
Activ		<b>144,000</b>	113,000	203,000
Activ Easy		<b>84,000</b>	68,000	119,000

### **EDITORIAL PROFILE:**

Every month, an in-depth dossier with answers to investors' questions: Analysis of about 20 pages on the biggest financial issues for private investors. Regular rendezvous to manage one's assets: practical data, latest regulations and rulings, tax, opportunities, investment alternatives... With 7 different sections: Inform, anticipate, invest, manage, organise, choose, dialog, *Investir Magazine* represent a powerful, targeted and cost-efficient publication. *Investir Magazine* reaches monthly more than 550,000 readers.

### **TECHNICAL SPECIFICATIONS:**

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