



Weekly, published on Saturday after the close of the Paris stock exchange  
 Leading financial weekly in France  
 Cover Price: € 4.00

**MARKET POSITION:**

*Investir-Le Journal des Finances* is a new title that will be published for the first time on Saturday 5<sup>th</sup> February, 2011. It results from the merger of 2 leading financial: “Investir” and “Le Journal des Finances”. The aim of this merger is to create a powerful Private Investment publication with clear graphics and a wealth of in-depth analysis. *Investir-Le Journal des Finances* targets a men and well-off audience with a higher education and IT-friendly.

		Investir - JDF
<b>Total Circulation</b>	OJD 2011	<b>79,129</b>
<b>Domestic Paid Circ.</b>	OJD 2011	<b>74,808</b>
<b>AEPM 2009/2010</b>		<b>689,000</b>
<b>PREMIUM 2011</b>		
All		<b>269,000</b>
Easy		<b>209,000</b>
Activ		<b>144,000</b>
Activ Easy		<b>84,000</b>

**EDITORIAL PROFILE:**

*Investir-Le Journal des Finances* is an up to date economic and financial barometer for both national and international economic environments and economic indicators. At the heart of the stock exchange, *Investir-Le Journal des Finances* answers directly the needs and expectations of the private investors with:

- Summary and highlights of markets and financial news
- Clear news and analysis on the world economy and its impact on financial markets
- A selection of performing stocks to invest in
- The position of the Private investor

*Investir-Le Journal des Finances* now enable listed companies, investment and fund managers to speak directly to private investors.

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