

L'ARGUS^{EDITIONS} de l'assurance

France's Leading Insurance Weekly;
Issued on Friday
Cover Price: € 4.00

MARKET POSITION:

L'Argus is the undisputed market leader in the French insurance press. With a 100% professional readership, this business magazine is the most cost-effective way to reach the key decision-makers in the insurance industry. Created in 1877, **L'Argus** also publishes several separate publications dedicated to insurance professionals. In addition to its leading position overall, **L'Argus** is the only weekly in this specialised market.

| | | L'Argus |
|----------------------------------|----------------|----------------|
| Total Circulation | OJD 2010-2011 | 17,893 |
| Domestic Paid Circulation | OJD 2010-2011 | 12,026 |
| Readership | AEPM 2009-2010 | |
| All Executives | | 130,000 |
| Senior Company Executives | | 75,000 |
| Senior Executives | | 77,000 |
| IPSOS IT 2010 | | 0 |

EDITORIAL PROFILE:

Presented as a classical magazine, **L'Argus** supplies very specialised information because of a very targeted readership. However, since **L'Argus** covers a large range of insurance professionals, the editorial content is very wide and deals weekly with topics such as life insurance, personal investments, property insurance and risk management. **L'Argus** has six weekly editorial sections:

- 1) "Actualité": Coverage of the international insurance news.
- 2) "Acteurs": Well documented articles on companies and people who have influences in the market.
- 3) "Enquêtes et Dossiers": Special reports
- 4) "Pratiques": Practical news on insurance products, taxes, companies, etc...
- 5) "Régions": Regional news
- 6) "Services": Classifieds ads, readers' letters, and index of companies quoted in the issue.

Due to this presentation, readers can find immediately the information they require.

TECHNICAL SPECIFICATIONS:

Please, contact us for details.

COPY DEADLINE:

3 weeks prior to publication

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