



The technical and practical magazine for
Craftsmen and SMEs on the building trade in France
Issued 6 times a year
Cover Price: € 17.00

MARKET POSITION:

L'Entrepreneur is the only magazine in France aimed at craftsmen and SMEs involved in the building industry. Its readership is mostly represented by: 35% craft companies manufacturing technical equipment, 37% companies involved in building finishing process, 18% general construction companies, 5% private and public building developers and 5 % engineering companies and quantity surveyors.

		L'Entrepreneur
Circulation 2010	(Publisher statement)	21,000
Readership 2010	(Publisher statement)	62,000

EDITORIAL PROFILE:

L'Entrepreneur represents accurate and an indispensable tool for craftsmen and SMEs involved in current affairs. It provides them with in-depth information and analysis by sector on latest news, technical solutions, public works, new products, and regulations. It covers specific themes such as electricity, painting, plastering, flooring, installation, swimming pools, roofing, concrete, cement, windows, and plumbing.

In 2010, the magazine adopts a new editorial focus based on innovation and developing markets and a new format with a clear and simple layout for an easy reading with more illustrations and photographs.

TECHNICAL SPECIFICATIONS:

Please, contact us for details.

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