

L'USINE NOUVELLE

France's Leading Industrial Magazine
Weekly published on Thursdays
Cover Price: € 3.50

MARKET FACTS:

L'Usine Nouvelle is the name that industry's leaders turn to first. It is the reference media publication for the industrial sector since 1981. *L'Usine Nouvelle* is a real work tool for industrial decision-makers, keeping readers abreast of economic, technological and societal challenges in the industrial sector.

245.000 readers of *L'Usine Nouvelle* are executives, managers and influential people. In addition, each week, the magazine reaches 121.000 readers directly involved in purchasing decisions for safety and protective equipment.

		L'Usine Nouvelle
Total Circulation	OJD 2011	49,426
Domestic Paid Circ.	OJD 2011	30,393
Readership		
PREMIUM 2011		
All		237,000
Easy		128,000
Activ		216,000
Activ Easy		107,000
IPSOS IT 2010		
ALL		55 000

EDITORIAL PROFILE:

L'Usine Nouvelle is the only weekly publication intended for all industry professionals and industry-related services. Each week, the magazine provides information to its readers with a comprehensive view of the news concerning industry players, markets, organizations and technological innovations. All developments in industrial news are deciphered by the expert eye of *L'Usine Nouvelle*.

The magazine is organized around 7 editorial sections: "Markers", "The event", "Companies & Markets", "the Regional Newspaper", "People & Skills", "Technologies & Innovations" and "Survey".

The information is presented from 3 perspectives in order to interest the decision-maker at each level:

- Technical - product and technology choice
- Corporate – strategic management information taking into account the demands of the market
- Social – optimisation of capabilities and human resources

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