



France's Financial Daily Since 1825
Cover Price: € 1.30



MARKET POSITION:

La Tribune has the fastest growing executive readership of the French daily press. It has the highest coverage of financial advisers and of most specialised financial targets. Consequently it offers the most cost-effective method of reaching the financial and business community in France.

		La Tribune	Les Echos
Total Circulation	OJD 2010-2011	75,070	121,203
Domestic Paid Circulation	OJD 2010-2011	64,424	116,737
Readership EPIQ 2009/2010		319,000	699,000
<u>PREMIUM 2011</u>			
All		205,000	466,000
Easy		146,000	347,000
Activ		148,000	316,000
Activ Easy		89,000	197,000
<u>IPSOS IT 2010</u>			
All		13,000	43,000

EDITORIAL PROFILE:

La Tribune is a financial and business daily which focuses on the Paris stock market, money markets and corporate issues. With 169 years of experience, it gives the most thorough and respected analysis of these areas, and the most extensive listing of market statistics. *La Tribune* is renowned for its breadth of coverage with three journalists giving their opinions on key issues. It also publishes four weekly supplements on new markets, management, regions and investments and has recently introduced a special section devoted to recruitment.

From March 2011, the Wednesday “Derivatives”’s page has been replaced with “ETF’s and Funds” Thursday pages.

TECHNICAL SPECIFICATIONS:

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