



**Weekly supplement to Le Monde newspaper issued on every Fridays
from 23rd Sept 2011**

MARKET POSITION:

M, Le Monde new supplement magazine of Le Monde, due to be launched on 23rd September 2011, will be designed to surprise. The editorial approach will be very wide-ranging. It will be a weekend supplement of the main newspaper. There will be two main subjects: News and Styles.

M has an entertainment mission by the fact that it is an offbeat magazine (deal with fashion, design, travel, automotive & food topics).

Finally, M has another goal: to conduct surveys and reports and analyse trends.

		Le Monde	Le Figaro	Les Echos
Total Circ.	OJD 2011	324,592	342,406	124,032
Total Paid circ.	OJD 2011	289,062	321,101	119,576
Readership				
<u>EPIQ 2010</u>		1,823,000	1,220,000	609,000
<u>IPSOS IT 2010</u>		56,000	34,000	43,000
<u>PREMIUM 2011</u>				
All		742,000	674,000	466,000
Activ		377,000	300,000	316,000
Easy		564,000	555,000	347,000
Activ-Easy		256,000	224,000	197,000

WEBSITE CONTENT:

Its aim will be to entertain about luxury. The magazine will be offbeat and will cover fashion and food topics.

5 Sections are designing M:

- Breaking news: the week by M
- The heart of the magazine: le Monde according to M
- The Portfolio: M gallery
- M "dans tous les sens"
- The culture according to M

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

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