

# Le Monde

France's Leading Daily Newspaper

Cover Price: € 1.40

## **MARKET POSITION:**

Launched in 1944, **Le Monde** is the most influential daily newspaper in France. It leads the daily press in coverage of: the French adult population, all executives and senior executives. The business coverage is evenly spread across people in corporations, the civil service and self employed professionals.

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

## **EDITORIAL PROFILE:**

**Le Monde** has had a stable editorial policy since its launch in 1944, which is centred on the following values: accuracy, honesty, reliability, thoroughness, foresight and objectivity. International news, politics and the economy constitute 70% of the editorial whilst the rest is devoted to culture, society and other areas of interest. Each day of the week has its regular supplement. Mondays focus on economy, employment, arts and entertainment, books, leisure, regions and radio and television. **Le Monde** is renowned for being the most reliable newspaper in France and is respected for its unbiased political stance. Its thorough treatment of important issues has earned **Le Monde** its reputation as the main source of information for government and business leaders. Hence the expression "it is true because you read it in **Le Monde**".

## **TECHNICAL SPECIFICATIONS:**

Please contact us for all details

## **COPY DEADLINE:**

4 Col: 5 days prior to publication

B/w: 4 days prior to publication

If you would like to receive copies, a media pack or coverage rankings, please contact