

Le Monde argent!

The monthly financial supplement of Le Monde
issued on Saturdays

MARKET POSITION:

Le Monde Argent changed its formula and since May 2008 it has become a monthly financial supplement, issued on Saturdays. It covers all aspects of the financial world from investments, asset management, tax systems and the real estate market to art, international financial markets and world VIPs.

The first issue of the new formula was launched on Tuesday 6th May, with Jerome Porier in charge of the editorial staff.

		Le Monde	Le Figaro	Les Echos
Total Circ.	OJD 2011	324,592	342,406	124,032
Domestic Paid Circ.	OJD 2011	289,062	321,101	119,576
Readership				
- EPIQ 2010		1,823,000	1,220,000	609,000
- IPSOS IT 2010		56,000	34,000	43,000
PREMIUM 2010				
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

EDITORIAL PROFILE:

- 2 reports each month: a 4-page main report covering issues of patrimony and another 2 pages of reports
- 3 new sections: "How to make successful investments", "Private Banks" and "Family"
- The usual various columns: Real Estate/Tax System/Portfolio/Investments Funds/Pleasure pages/The art market, wines, gastronomy, collector portrait...

TECHNICAL SPECIFICATIONS:

Please contact us for all details

COPY DEADLINE:

4 col: 7 days prior
b/w: 5 days prior

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