

LE MONDE *diplomatique*

France's political & international monthly newspaper
Cover Price: € 4.50

MARKET POSITION:

Le Monde diplomatique is the leading French monthly newspaper, which deals with important international issues. **Le Monde diplomatique** had the most significant growth in senior manager's readership at the end of 2004 and still continues to represent more than 80%.

		Le Monde Diplomatique
Total Circ.	OJD 2010-2011	157 518
Domestic Paid Circ.	OJD 2010-2011	121 499
Readership - AEPM 2009/2010		1,342,000
PREMIUM 2009		
All		334,000
Easy		239,000
Activ		183,000
Activ Easy		88,000

EDITORIAL PROFILE:

At its beginning, **Le Monde diplomatique** was mainly created for embassies and consulates and was written by foreign journalists.

Le Monde diplomatique has always built its values on one basic desire: to decipher political, economical, financial and ecological issues, religious fights and social dilemma. Its thorough attention to international issues has earned **Le Monde Diplomatique** the success it has today.

In the same way, in order to clarify international events, *Manière de voir*, a bi-monthly supplement, collects by theme the essential articles published in **Le Monde Diplomatique** and *L'Atlas*, a publication launched in 2003, provides an indispensable support to the publications of **Le Monde diplomatique**: it contains 200 pages dedicated to the better understanding of the 21st century.

TECHNICAL SPECIFICATIONS:

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