



The Weekly Magazine Supplement of Le Monde  
Issued on Saturday  
Cover Price: € 2.50

**MARKET POSITION:**

Originally launched in 2000 as a monthly magazine supplement to *Le Monde*, 2004 sees *Le Monde Magazine* re-launched as a weekly magazine, sold with *Le Monde* and the *New York Times*. *Le Monde Magazine* separates itself from other supplement magazines, with a very different editorial format, based on strong visuals, and enhancing the news content of *Le Monde*.

		Le Monde Magazine
Total Circulation	OJD 2009-2010	265 505
Domestic Paid Circulation	OJD 2009-2010	257 227
Readership - AEPM 2009/2010		1 179 000
PREMIUM 2010		
All		617000
Easy		496 000
Active		271 000
Active Easy		150 000

**EDITORIAL PROFILE:**

*Le Monde Magazine* is a unique magazine, targeting a highly educated ABC1 urban audience. With its very visual layout and its modern and elegant style, *Le Monde Magazine* attracts a broad readership. The team of journalists has jumped from 8 to 40, so bringing its readers a powerful and varied mix of photojournalism, in-depth reports, and a selection of the sharpest articles from previous issues of *Le Monde* daily. Built around the idea of life “à la française”, *Le Monde Magazine* is composed of four pillars:

- 1) Current Affairs - with a ‘portrait’ / interview every week.
- 2) Strong visual elements, with a ‘Portfolio’ and photography that gives added value to the editorial.
- 3) Culture / Leisure
- 4) Re-runs of major news events, drawing on the archives of *Le Monde*.

**TECHNICAL SPECIFICATIONS:**

Please contact us for all details.

**COPY DEADLINE:**

Please contact us for details.

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)