

# les cahiers **TECHNIQUES** **Batiment**

The monthly magazine for technical information  
and "savoir faire" in the French building trade  
Cover Price: € 19.00

## **MARKET POSITION:**

*Les Cahiers Techniques du Batiment* is the only monthly magazine and the reference on technical information and "savoir faire" for all building sectors in France. Its readership is mostly composed of technical decision-makers and technical surveying office workers; 75% of these people work on construction sites worth in excess of 500 K€ and among them 81% are architects. The significant rate of subscription (99%) and issues retained (80%)\* means that *Les Cahiers Techniques du Batiment*'s readership is loyal, attentive and liable to reread issues on a regular basis.

		<b>Les cahiers techniques du Batiment</b>	Batiment Information (bimonthly)
Total circulation	OJD 2010-2011	<b>13,573</b>	5,311*
Domestic Paid Circul.	OJD 2010-2011	<b>8,196</b>	1,982*
Readership	publisher statement	<b>73 000</b>	-
Subscribers	OJD 2010	<b>8,777</b>	2,266*

\*OJD 2008-2009

## **EDITORIAL PROFILE:**

*Les Cahiers Techniques du Batiment*'s editorial content has a complete coverage of all technical news in the building trade. This is an indispensable help tool for making technical decisions. It delivers all necessary information such as news, techniques and skills, process analysis, thematic reports and new products. Its goal is to provide a rigorous editorial content and to keep in touch with its readers' expectations, in order to do this, the magazine is divided into clear and simple sections such as: News, On the building site, Special report, New products, etc.

## **TECHNICAL SPECIFICATIONS:**

Please, contact us for details.

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