



**Weekly supplement to Le Monde newspaper issued on every
Fridays from 23rd Sept 2011**



MARKET POSITION:

M, Le Monde new supplement magazine of Le Monde, due to be launched on 23rd September 2011, will be designed to surprise. The editorial approach will be very wide-ranging. It will be a weekend supplement of the main newspaper. There will be two main subjects: News and Styles.

M has an entertainment mission by the fact that it is an offbeat magazine (deal with fashion, design, travel, automotive & food topics).

Finally, M has another goal: to conduct surveys and reports and analyse trends.

WEBSITE CONTENT:

Its aim will be to entertain about luxury. The magazine will be offbeat and will cover fashion and food topics.

5 Sections are designing M:

- Breaking news: the week by M
- The heart of the magazine: le Monde according to M
- The Portfolio: M gallery
- M "dans tous les sens"
- The culture according to M

TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

Please contact us for all details

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