

# Management

Monthly Business Publication  
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## **MARKET POSITION:**

**Management** was launched in February 1995. It is positioned as an ideal complement to Capital targeting top management in small and medium companies and heads of department in large companies. Due to high objectives, this publication is soon expected to become the most successful title amongst its category.

		<b>Management</b>	L'Entreprise
Total Circulation	OJD 2011	<b>113 069</b>	79 889
Domestic Paid Circulation	OJD 2011	<b>103 928</b>	76 507
Readership: AEPM 2009/2010 <u>PREMIUM 2011</u>		<b>664 000</b>	753 000
All		<b>365 000</b>	186 000
Easy		<b>217 000</b>	109 000
Activ		<b>254 000</b>	133 000
Activ Easy		<b>106 000</b>	57 000
<u>IPSOS IT 2010</u>			
All		<b>49 000</b>	38 000

## **EDITORIAL PROFILE:**

**Management** covers all topics which are of interest to executives and gives comprehensive information on company management and especially macroeconomics. Company strategy is explained using management theory and formulae.

Numerous articles taken from Harvard Business are translated into French every month. In addition, the page facing the outside back cover is written by Bill Gates. **Management** adopts a positive and concrete approach of business.

## **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

## **COPY DEADLINE:**

3 Weeks prior to publication.

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