



This is the title for the materials part, issued on Wednesdays

MARKET POSITION:

Materiels et Chantiers is a revue giving an overview of the materials part in the building industry. Its readership is mostly composed of decision-makers for buying goods costing over 7500€. The significant rate of subscription (97%)* means that the *Materiels et Chantiers'* readership is loyal, attentive and liable to reread issues on a regular basis. It appears monthly, nine times a year and gives information about the material providers, importers, builders, distributors, and renters. (Group Moniteur Profiling Ipsos survey 2004)

		Materiels et Chantiers
Total circulation	OJD 2010	3,905
Domestic Paid circulation	OJD 2010	2,267
Readership	(Publisher statement)	40,700

EDITORIAL PROFILE:

Materiels et Chantiers' editorial content gives its reader a large panel of information about all the materials which can be used in the building trade. It has a clear layout, and it gives a great part to illustrations, and words from professionals. It shows new materials, techniques, challenges, directions and offers. The monthly edition also shows 50 innovations on materials and equipment. A reader's service has also been created in this revue in addition to a practical book.

TECHNICAL SPECIFICATIONS:

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