

# Stratégies

The leading weekly magazine for marketing and communications professionals  
issued on Thursday

## **MARKET POSITION:**

**Stratégies** provides information about communication, marketing, advertising and media. All subscribers receive the daily morning newsletter from **Stratégies**. The structure of distribution segmentation is broken down as follows: 56% advertisers, 24% Agencies Councils, 15% Media and 5% Providers. The readers spend, on average, half an hour reading the title.

		Stratégies
<b>Total Circulation</b>	OJD 2010-2011	12 921
<b>Domestic Paid Circ.</b>	OJD 2010-2011	10 628
<b>Readership</b>	OJD 2008	67 000

## **EDITORIAL PROFILE:**

In addition to its magazine and its daily newsletter, **Stratégies** has launched a real training programme for professionals:

- 20 conferences per year, with references from more than 400 experts, feedbacks, benchmarking and business information
- A wide range of educational courses to help every professional maximize the profitability of both marketing and communication activities

## **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

## **COPY DEADLINE:**

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