

ITforBUSINESS

The leading monthly for
IT decision makers in France
Cover Price: €25



MARKET POSITION:

IT for Business is the new name of 01.Business, which was the result of the merger between two French magazines: L'Ordinateur Individuel SVM and Micro Hebdo. *IT for Business* is the new magazine dedicated to the digital revolution and is the reference for High Tech users. *IT for Business* targets readers with an interest in high tech products which are much more technical than normal. According to a survey published by Credoc, 85% of French people have a computer at home and half of them use the Internet on a daily basis. This represents a significant increase over the last 12 months. Furthermore, 40% of the total population is constantly on the lookout for innovations.

		<i>IT for Business</i>
Copies per issue	Publisher 2017	22,000
Professional Readers	Publisher 2017	121,000

EDITORIAL CONTENT:

IT for Business is the digital culture magazine which helps the reader to be connected to the technological revolution.

The magazine delivers information about new technologies and products but also talks about the latest trends, future developments and their implication for users.

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