



Quarterly supplement  
to Le Monde newspaper  
Published on Fridays



### MARKET POSITION:

*Le gout de M* is a quarterly supplement magazine of Le Monde. Launched for the 10<sup>th</sup> anniversary of *le magazine du Monde*, it is a lifestyle magazine with 4 sections that is entirely devoted to the art of living: gastronomy, travel, fashion and design. M le Monde's editorial team decided that for each topic covered, they would design a different cover. There is also a podcast version of Le gout de M with celebrity interviews.

	M le magazine du Monde
<b>Paid Circulation in France</b> ACPM OJD 2024 - 2025	555 583
<b>Total Circulation</b> ACPM OJD 2024 - 2025	558 423
<u>Readership</u> <b>ONE NEXT 2025 S2</b>	1 738 000
<b>INFLUENCE 2025</b> All	508 000
Senior Management	259 000
Top 1% Wealthiest (+200K€)	32 000

### EDITORIAL PROFILE:

*Le gout de M* is a lifestyle magazine, covering cooking, travel, fashion and design. It is divided up under the section headings inspiration, incarnation, creation and questions. Le Gout de M's main goals are passion, sincerity and eclecticism.

### ADVERTISING RATES 2026:

FORMAT	STANDARD	SIZE (W X H) +5mm bleed
FULL PAGE	32 400€	235 X 287
DPS	64 800€	470 x 287
FIRST RHP PREMIUM	48 600€	235 x 287

### TECHNICAL SPECIFICATIONS:

Please contact us for details

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