

Le Monde éco&entreprise

Le Monde Eco&Entreprise is the weekly business section of Le Monde



MARKET POSITION:

Le Monde **Eco&Entreprise** is the daily notebook supplement of Le Monde launched in 2013. It covers all aspects of World Economy and international companies, with a business orientation. This new supplement aims to be the reference for information on economy, social and human resources.

		Le Monde	Le Figaro	Les Echos
Total Circ.	OJD 2019	336,522	333,057	132,210
Domestic Paid circ	OJD 2019	323,565	325,938	130,059
Readership <u>ONE</u> (Total readership)	2017	2,720,000	1,943,000	693,000
<u>PREMIUM</u> 2017				
All		1,128,890	813,133	452,180
Senior management		657,333	411,293	300,151
Top 8% wealthiest		807,148	642,422	340,420

EDITORIAL PROFILE:

Le Monde Eco&Entreprise is a daily supplement of *Le Monde* which follows a new approach:

- **More perspective:** Ideas, Chronicles, story of a top business man.
- **More thematic approaches:** Techno & Media Strategies & Innovation, Universities & Colleges, money & Investment and recruitment.
- **More business emphasis:** agenda, management, stock market

Each day, the notebook opens onto a big subject, macro or micro economic treated in shifted mode: investigation, report, interview or data journalism.

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