



Le magazine du Monde
Weekly supplement
 to Le Monde newspaper
 Published on Fridays



MARKET POSITION:

M le Monde is the weekend supplement magazine of Le Monde. Since its launch in 2011, **M le Monde** has established a strong international reputation due to its distinctive covers, powerful storytelling and eye-catching photography. **M le Monde** is the most read news magazine by women. It has a leading AB+ audience with 533000 AB+ readers and 132 000 key opinion leader readers. Furthermore, **M le Monde** has the youngest news magazine audience in France, with an average reader age of 48.

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

EDITORIAL PROFILE:

It contains lifestyle articles on a wide range of topics including fashion, design, travel, food, and current events. Its editorial profile is made up of le gout de M, Instagram account, a series of podcasts and the new Gout de M Festival.

ADVERTISING RATES 2026:

Position	Standard	Size W X H (mm) +5mm bleed
Page	32 400€	235 x 287
DPS	64 800€	470 x 287
Outside Back Cover	82 200€	235 x 287
1/2 page	20 900€	235 x 138 or 112 x 287
1/3 page	18 800€	235 x 96 or 82 x 287

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact

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