

# MEDIA KIT

Les Echos  
**Le Parisien**  
MÉDIAS

Les Echos

**Le Parisien**

connaissance  
des arts

**investir**



**BOURSIER.COM**



## CULTIVATE THE PASSION OF OUR READERS

The only magazine that covers all the periods and specialties of the fine arts world, from archeology to contemporary art, architecture and design. Exhibitions, auctions, fairs and salons... The editorial team covers artistic events, analysis of market news and find new talents. The brand combines passion and pleasure, while creating a bond of complicity with a community of passionate people and art lovers.

## EDITORIAL INFORMATION

Partner with a print and digital brand ecosystem :

- **Long formats**, staging, finest papers, reports
- **Exclusive digital content**, interview videos, visits and exhibition agendas
- **Partners reprint apart**, promotion of events with dedicated supplements, created in collaboration with the partner



## KEY FIGURES

11 ISSUES PER YEAR

+ **than 45,000 copies**  
bought each month

+ **than 50 special edition**  
per year  
30,000 distributed copies

1<sup>st</sup> WEBSITE SPECIALIZED IN EXHIBITION  
AND ARTISTIC NEWS

+ **than 234,000 pages**  
**viewed** and 140,000 visits  
each month

+ **than 200 000 internet users**

**3 newsletters per week** sent  
to 36,000 contacts



## THE + OF THE MEDIA

Our special operations combine  
classic advertising, brand  
content and events to create  
the event around your  
communication.



Les Echos

Enjoy the synergy between Le Parisien and Les Echos, stimulate our audiences to combine all areas of expertise and increase communication opportunities. Les Echos Le Parisien Médias designs plans for your brands by mixing traditional advertising, brand content and events on the best suitable media for you.

## DAILY NEWS



## WEEK-END



## THEMAS



TECH



LUXURY



PATRIMONIAL



MILLENNIALS



ECONOMY



CULTURE