

MEDIA KIT

Les Echos
Le Parisien
MÉDIAS

Les Echos

Le Parisien

connaissance
des arts

investir



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THE MAGAZINE OF MAJOR INTERNATIONAL EVENTS

The Innovator is the English-language magazine dedicated to the world's leading technology and innovation events. It supports business decision-makers in the digital transformation of their company. The magazine offers a subtle writing and a complete decoding of digital developments and the challenges of tomorrow.

EDITORIAL INFORMATION

4 publications per year as a supplement of the most important fairs :

- **World Economic Forum de Tianjin**, September 2018
- **Slush Helsinki**, December 2018
- **Mobile World Congress + 4 YFN Barcelona**, February 2019
- **Viva Technology Paris**, June 2019



KEY ELEMENTS

4 N° / YEAR

A DOUBLE CIRCULATION
+ de 80 000 copies
distributed in addition to Les Echos
+
25 000 to 50 000 copies
distributed at each fair

DIGITAL

1 weekly newsletter
sent to 250,000 subscribers

On **Innovator.news.fr**
recovery of enriched content
before, during and after events



THE + OF THE MEDIA

The guarantee of reaching a target of executives.
On the website, an unprecedented coverage of content from the European media on start-up and innovation news.

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