



# **AUTOMOBILE & MOBILITY**

## **The major events not to be missed**

Editorial Calendar 2020

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Editorial Calendar 2020

# Les Echos

◆ *Special notebooks about mobility, the prism of business*

- 30/01** | Change Now
- 05/02** | Entrepreneurs Fair (Paris)
- 17/03** | Innovation, Transport & Logistic Fair (SITL)
- 10/04** | Automobile fleet
- 18/04** | The new frontiers of the electric car
- 11/06** | Viva Technology (Fair)

- 12/06** | Automobile : the ecosystem of 24h of Le Mans (Car race)
- 17/06** | Entrepreneurs Fair (Lyon)
- 16/09** | Transport and mobility
- 01/10** | Mondial Paris Motor Show
- 04/11** | Autonomy and the urban mobility summit
- 06/11** | Made in France
- 17/11** | Automobile fleet



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# Les Echos

## WEEK-END

### *The Inspiring Weekly Envy Trigger*

<b>17/01</b>	Design / Decoration
<b>24/01</b>	Men's Fashion-Week
<b>28/02</b>	Design
<b>13/03</b>	Paris Special Edition
<b>20/03</b>	Green Tourism Topic
<b>27/03</b>	Company cars
<b>03/04</b>	Men's Fashion
<b>10/04</b>	Design / Architecture
<b>24/04</b>	Watchmaking Special edition

<b>07/05</b>	Cannes Special Edition
<b>17/05</b>	Viva Technology (Fair)
<b>19/06</b>	Men Special & Business Tourism
<b>26/06</b>	Men's Fashion Week
<b>25/09</b>	Watchmaking Special edition
<b>02/10</b>	World Special Edition + Company cars
<b>30/10</b>	Watchmaking Special Edition
<b>27/11</b>	Luxury & Private management Special Edition
<b>04/12</b>	Wines & Champagne



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# SIL

LesEchos **SÉRIE LIMITÉE**

### ◆ The magazine #luxuryculture

- 06/02** | Los Angeles Special Edition
- 05/03** | Women's fashion & accessories
- 02/04** | Men's fashion & accessories + Design
- 04/06** | Watches + Wines

- 03/09** | Women's fashion + Wines
- 01/10** | Men's fashion + Design + Art
- 19/11** | Watch + Wines & Champagne
- 03/12** | Gifts + Whiskys & Spirits



# AUTOMOBILE & MOBILITY

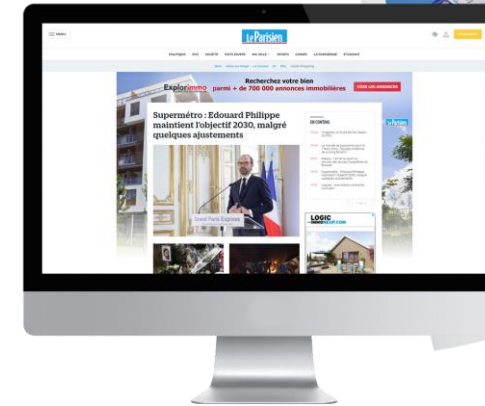
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### Thematic supplements on mobility A positive citizen's perspective

- 30/01 | Change Now
- 27/03 | Commercial vehicles
- 22/04 | Automobile fleet
- 29/04 | Electric, hybrid and car-sharing mobility



- 30/09 | Paris Motor Show
- 14/10 | Commercial vehicles
- 28/10 | Electric and hybrid mobility
- 05/11 | Made in France
- 18/11 | Automobile fleet

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**Le Parisien**  
**(WEEK-END)**

**Aujourd'hui<sup>en</sup> France**  
**(WEEK-END)**

### ◆ *The weekly that stimulates curiosity*

- 15/05 | Mountains in summer / holidays in France
- 05/06 | Viva Technology
- 19/06 | SUV
- 25/09 | Global and green mobility



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### *The ally of entrepreneurs*

- 27/01 | Entrepreneurs Fair (Paris)
- 02/03 | Women in business
- 30/03 | 10th Industry Week: The Factory of the Future
- 25/05 | Craft Week
- 08/06 | Viva Technology



# OUR KEY FIGURES

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**24,7 M**

OF READERS, INTERNET USERS,  
MOBILE USERS AND TABLET  
USERS

## LesEchos

8,5 M  
readers

6 M  
digital readers

51%  
Of Top 2 (>120 K€), i.e 1,3 M individuals

## Le Parisien

22 M  
readers

42%  
of French people

Ind. 120  
In the 25-49 age group – 1st news brand



# CONTACTS

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## AUTOMOBILE & MOBILITÉ TEAM

Emmanuelle Denis – Team director  
[edenis@lesechosleparisien.fr](mailto:edenis@lesechosleparisien.fr) / 01 87 39 75 13

Gérald Couvey  
[gcouvey@lesechosleparisien.fr](mailto:gcouvey@lesechosleparisien.fr) / 01 87 39 83 17

Bertille Lejeune  
[blejeune@lesechosleparisien.fr](mailto:blejeune@lesechosleparisien.fr) / 01 87 39 75 46

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Nicolas Danard  
Revenue Management team director  
[ndanard@lesechosleparisien.fr](mailto:ndanard@lesechosleparisien.fr) / 01 87 39 75 10

Vincent Ficarelli  
Studio imagine director  
[vficarelli@lesechosleparisien.fr](mailto:vficarelli@lesechosleparisien.fr) / 01 87 39 75 17

Nicolas Grivon  
International and Regional team director  
[ngrivon@lesechosleparisien.fr](mailto:ngrivon@lesechosleparisien.fr) / 01 87 39 75 26