

THE BRAND OF OPTIMISTIC LEADERS

Les Echos helps those who lead, direct, arbitrate to take up the challenge of **reconciling the present and the future.**

Thanks to its expertise, opening debates and providing inspiration, the brand accompanies its readers in **their decision making and in taking action.**



11,8 M
Readers every month

+31%
vs V1

N°1*
On actives

AB +
Index 152

AB ++
Index 170

713 000
Readers of The
Daily every day

8,9M
of V.U per month



THE DAILY LIFE OF OPTIMISTIC LEADERS

Les Echos helps those who lead, direct, arbitrate to take up the challenge of **reconciling the present and the future**.

Thanks to its expertise, by opening up debates and providing inspiration, the brand accompanies its readers in **their decision making and in taking action**.

- An essential first notebook to know everything **about macro-economic news in France** and around the world. A recognized expertise with an objective and energizing treatment of information.
- A second “**Entreprises & Marchés**” section highlighting the DNA of Les Echos, dedicated to companies and sectoral market analyses.
- A 3rd punctual thematic notebook enriches the daily offer: **Executives, Heritage, Entrepreneurs, Start ...**

more than 110 thematic files developed each year: tech, industry, innovation, entrepreneurship...



+7,5%
vs V1

713 000

Readers every day



130 059 copies
distributed every day



N°1*

On actives

AB +
Index 186


AB++
Index 285

THE BOOKLET DEDICATED TO PUBLIC CONTRACTS AND LOCAL AUTHORITIES

8 pages to highlight the dynamism of communities


- News from local authorities and companies in IDF
- Local initiatives
- Notebook & nominations
- calls for tenders
- Major projects to follow
- Regulations and case law






713 000 readers
Every day

+7,5%
vs V1



61% of SME Managers in IDF



55% of SME Managers in Province

130 059 copies every day

THE INCUBATOR OF THE NEW BUSINESS GENERATION



Every day, Les Echos Entrepreneurs accompanies VSE/SMEs in their growth, their financing, the search for new talent or partners.

1 « start-up » page every day in the daily newspaper

News from the heart of the start-up galaxy
Experience sharing and testimonials from startupper
Access to community and entrepreneurial networks
All services and solutions for his company

1 dedicated vertical digital

Start up news, testimonials, business creation watch and idea lab...
Manage your start-up on a daily basis: administration, management, strategy, marketing...
Growing from VSE to SME, convincing a business angel, building his elevator pitch...
My life as an entrepreneur start-up stories, entrepreneur networks ...



713 000 readers
Every day

130 059 copies every day

+7,5%
vs V1



N°1 in affinity with
executives and managers



N°1 on affinity on the
top 5 income



8,9
of V.U per month
on lesechos.fr

PATRIMONIAL EXPERTISE

Never before has the need for reference points been so great for decision-makers in matters of wealth, whether it be on taxation, real estate, investments, retirement... The Patrimoine des Echos channel aims to help our readers find their way around.

Throughout the year, the editorial team proposes special case on the major patrimonial highlights (IR Declaration, ISF, Patrimonia Fair) as well as on the need to support the management of our readers' assets (Retirement, Investment, Real Estate, Life Insurance, Stock Exchange).

These files are integrated on a daily basis and benefit from the entire distribution of Echos.

+7,5%
vs V1

713 000 readers every day
130 059 copies every day

N°1 affinity on top executives

N°1 affinity on the top 5 income

