

THE MEDIA OF POSSIBILITIES

Les Echos START federates the **new generation**, with the objective of **coming together, of helping each other, in order to write a positive future together.**

A media close to its readers, with exchanges and testimonies. Start reassures the new generation to help them build the future and to always challenge themselves **to take up all the challenges.**

5 editorial axes to guide this generation :

- Understanding the world
- Commitment throughout the company
- Preparing for tomorrow
- Training for the future
- Consuming better



1,2 M de visites
Per month
On lesechosstart.fr



713 000 readers
On Les Echos

+7,5%
vs V1



130 059 Copies
In addition to Les Echos
10 issues per year
in the 3rd section of the daily newspaper