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.

8.9 M readers each month

N°1* on actives

AB+ Index 155

AB++ Index 192

676 000 readers of the daily everyday

7.3 M of V.U per month

The daily life of optimistic leaders

- 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...

676 000 readers every day
135 089 copies distributed every day
N°1* On actives
AB+ Index 184
AB++ Index 293
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

676 000 readers every day
135 089 copies every day

Executives of SMEs
Index 275

Executives of Large Companies
Index 372

The incubator of the new business generation

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

News from the heart of the start-up galaxy
Experience sharing and testimonials from startuppers
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 ...

676 000 readers every day
135 089 copies every day

N°1 in affinity with executives*
N°1 on affinity on the Top 5* income

Index 167
Index 157

7.3 M 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.
The "Leadership & Management" vertical responds to the cross-functional needs faced by all companies. Inspiring content, decoding of trends and practical analyses to support the daily professional challenges of optimistic leaders and to feed the reflection on management.

An ecosystem in Les Echos:
• In the 1st section every Thursday
• In the "ideas" section with specific content: interviews, chronicles, audios, etc.
• Every Thursday a newsletter sent to the 65,000 subscribers

Les Echos

The digital meeting for optimistic leaders

Around verticals and expert thematic meetings, Les Echos opens up the debate and provides inspiration to Optimist Leaders to help them:

- Meeting the challenge of reconciling present and future
- Promoting action and driving change

It gathers each month:

- 1 out of 6 internet user
- 2nd brand in its CU*.

Affinity on executives
Ind. 166

Source: Médiamétrie Internet Global juillet 2021- Brand et Agrégats de Contenus Les Echos déduplicqués *Médias de la Sous-catégorie Info et Actualité financière **Classement ACPM Juin 2021
The inspiring weekly magazine

Every Friday with the daily newspaper Les Echos, a stimulating and inspiring editorial treatment: subjects in touch with current events, always mixing business information, pleasure and intelligence.

Les Echos week-end celebrates 5 years of inspiration and opens a new chapter to be fully of its time:

- **Responsible**, by paying particular attention to contemporary commitments
- **Prescriptive**, through more assertive choices in terms of fashion, culture, gastronomy, etc.
- **Incarnate**, to increase proximity and relevance by giving the floor to experts,
- **Special**, to stand out and assert itself thanks to more and more themed issues

**Every Friday**: 676,000 readers of Les Echos

135,089 copies distributed with Les Echos

Senior executives / Business Leaders

TOP 2 high incomes readers

Index 167

Index 222

The magazine of singular luxury

Série Limitée invites its readers to enter an eclectic, teeming and entertaining universe that speaks about all the luxuries: Fashion, Beauty, Jewelry, Watchmaking, Design, Escape, Gastronomy, Automotive, High-Tech...

Luxury culture:

- **Discovery**, appointments that challenge, amuse or fascinate.
- **Sharing**, meeting those who excel in their field.
- **Singularity**, an uncomplicated tone, universes that seduce and exalt.

9 NUMBERS PER YEAR
135 089 copies each 1st Thursday of the month with Les Echos

TOP 2:
High-income readers
Index 222

Readers who give priority to luxury products
Index 141

7.3 M
of V.U per month on lesechos.fr

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

913 K V.U
per month on lesechosstart.fr

135 089 copies
In addition to Les Echos
10 numbers per year
in the 3rd section of the daily newspaper