

# Les Echos

# 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**.



**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

**Les Echos**  
**Le Parisien**  
MÉDIAS

# Les Echos

## 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+** **AB++**  
Index 184 Index 293



# Les Echos ENTREPRISES & COLLECTIVITÉS



## 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



# Les Echos ENTREPRENEURS



## 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 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 ...



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every day

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every day



N°1 in affinity with  
executives\*

Index 167



N°1 on affinity on  
the Top 5\* income

Index 157



7,3 M  
of V.U per month  
on lesechos.fr

# Les Echos PATRIMOINE

## 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.



**676 000** readers  
every day

**135 089** copies  
every day



**N°1** affinity on top  
executives\*

Index 167



**N°1** affinity on  
the Top 5 income

Index 157

# Les Echos *leadership&management*



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



**676 000** readers per day  
**135 089** copies per day



**N°1** affinity on top executives\*

**Index 167**



**7,3 M**  
of V.U per month  
on lesechos.fr



65,000 subscribers  
to **the newsletter**



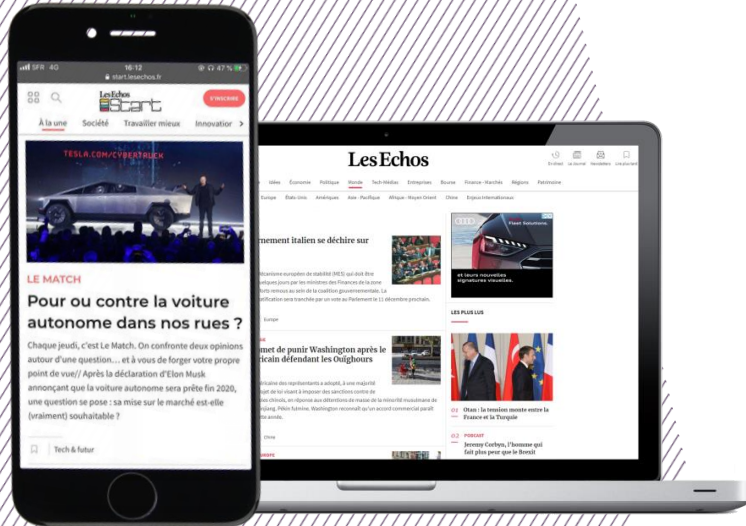


# LesEchos

## 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



Premium experience

Les Echos deploys its digital expertise!



LesEchos  
Start

LesEchos  
PLANETE



**8M**

of V.U per month  
of which **74%** on  
smartphone



It gathers each month :  
**1 out of 6** internet user  
**2nd** brand in its CU\*.



Affinity on  
executives  
**Ind. 166**



**>2,6M**  
fans & followers



**>64** different  
newsletters



**TOP 10**  
Ranking in native  
news podcast \*\*



LesEchos  
LeParisien  
MÉDIAS

# Les Echos

## WEEK-END

# 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.
- **Incaruate**, 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

**Index 167**



**TOP 2**  
high incomes  
readers

**Index 222**



3 Newsletters

**Good Economie**  
Positive initiatives  
**Le sens de la food**  
A new way of living  
**Echos Week-End**  
The best of the weekly  
magazine

**Les Echos**  
**Le Parisien**  
MÉDIAS



# 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



## 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



**913 K V.U**  
per month  
on lesechosstart.fr



smartphone first



**676 000 readers**  
On Les Echos



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

