



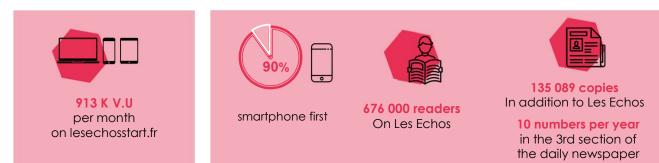
The media of possibilities

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





Sources : Médiamétrie Les Echos START sous domaine, août 2021 / ACPM PV 2020-2021 – DFP Les Echos / ONE NEXT 2021 V4 – LNM Les Echos

MÉDIAS