

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