

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**.



8,3 M
readers
each month



N°1*
on actives
AB+ Index 150
AB++ Index 177



729 000
readers of the daily
everyday



6,7 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...



729 000
readers every day



138 972 copies
distributed every day



N°1*
On actives
AB+ **AB++**
Index 150 Index 177



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



729 000
readers every day

138 972
copies each day



SME
managers

Index 263



Leaders of Large Companies

Index 485

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 ...



729 000 readers
every day

138 972 copies
every day



N°1 Executives of Large
Companies

Index 485



N°1 on affinity on
the Top 2* income

Index 210



6,7 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.



729 000 readers
every day
138 972 copies
every day



N°1 affinity on top
executives*
Index 296



N°1 affinity on
the Top 2 income
Index 210

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



729 000 readers per day
138 972 copies per day



N°1 affinity on top executives*

Index 296



6,7 M
of V.U per month
on lesechos.fr



13 212 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
Estart



6,7M

of V.U per month
of which **84%** on
smartphone



2nd brand in its CU*.



Affinity on
executives
Ind. 159



>3M
fans & followers



40 different
newsletters



+700K listens
per month



Source : Médiamétrie Internet Global septembre 2023 - Brand et Agrégats de Contenus Les Echos dédoublés *Médias de la Sous-catégorie Info et Actualité financière

**Classement ACPM Podcasts septembre 2023 – téléchargements monde

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 :
729 000 readers
of Les Echos

138 972 copies
distributed with Les Echos



Senior executives /
Business Leaders

Index 296



TOP 2
high incomes
readers

Index 210



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

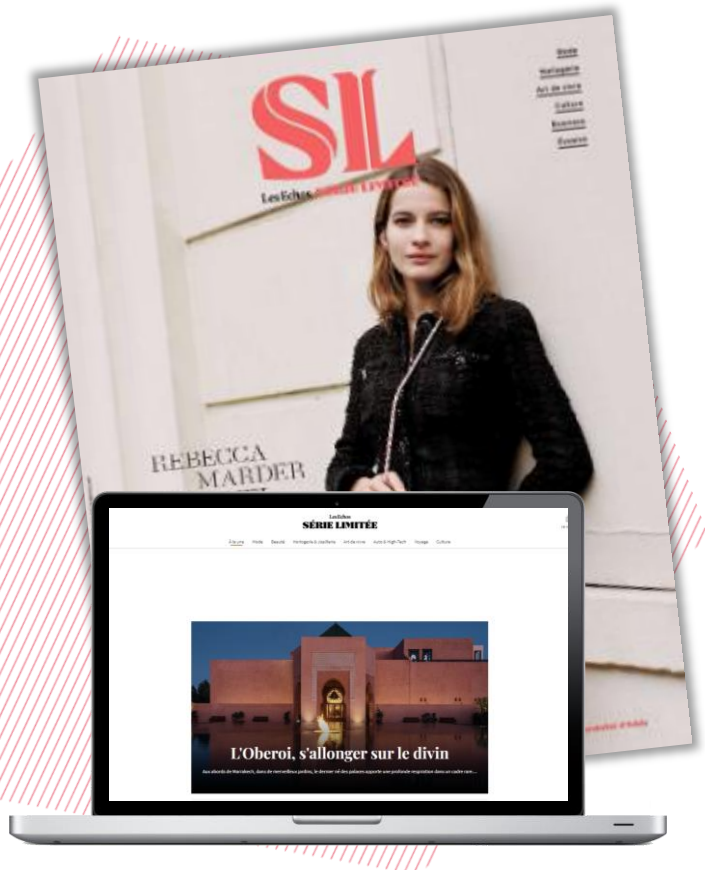
Les Echos
Le Parisien
MÉDIAS

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
138 972 copies
each 1st Thursday of
the month with Les
Echos



TOP 2 :
High-income
readers
Index 210



Readers who give
priority to luxury
products
Index 153



6,7 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



1,5 M of V.U
per month
on lesechosstart.fr



smartphone first



729 000 readers
On Les Echos



138 972 copies
In addition to Les Echos
10 numbers per year
in the 3rd section of
the daily newspaper

