

## 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

