



Les Echos

The Leaders & Optimists brand



Les Echos helps those who pilot, direct and referee to take up the challenge of reconciling the **present and the future**.

Thanks to its expertise, by opening debates, and by providing inspiration, the brand supports its readers in their **decision-making and action**.



8.5 M
Readers every month



No.1*
On active targets
CSP+ Index 142
CSP++ Index 184



682 000
readers of the daily
every day



6.7 M
of U.V. per month





Les Echos

The daily life of Leaders & Optimists



- This first essential booklet is essential to find out everything about **macroeconomic news in France** and around **the world**. Recognized expertise with objective and energizing information processing.
 - A second "**Companies & Markets**" section highlighting the DNA of Les Echos, dedicated to companies and sectoral market analyses.
 - A 3rd themed one-off section enriches the daily offer: **Heritage, Entrepreneurs**, etc.
- + 110 thematic files** developed each year: tech, industry, innovation, entrepreneurship...



682 000
readers every day



139 797 copies
distributed every day



No.1*
(in affinity)
CSP+ Index 167
CSP++ Index 236




Les Echos ENTREPRISES & COLLECTIVITÉS

The booklet dedicated to public procurement and local authorities




8 pages to highlight the dynamism of the communities

- News from local authorities and companies in the Ile-de-France region
- Local initiatives
- Notebook & appointments
- All Tenders
- Major projects to follow
- Regulations and case law




682 000 readers every day

139 797 copies every day



SME Managers

Index 263



Leaders of Large Companies

Index 485



Les Echos ENTREPRENEURS

The incubator for the new business generation



1 "start-up" page every day in the daily newspaper

- News from the heart of the start-up galaxy
- Sharing of experience and testimonials from start-ups
- Access to the community and networks of entrepreneurs
- All the services and solutions for your business

1 dedicated digital vertical

- Start-up news, testimonials, monitoring of business creations and ideas lab...
- Managing your start-up daily: administration, management, strategy, marketing...
- Growing up, going from a very small business to an SME, convincing a business angel, building your elevator pitch...
- My life as an entrepreneur, start-up stories, networks of entrepreneurs...



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No.1 in affinity on
Large Business Leaders

Index 266

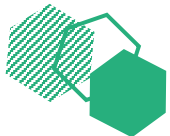


No. 1 in affinity on
the Top 2 Revenue

Index 225



6.7 M
of U.V per
months
on lesechos.fr



Les Echos PATRIMOINE

Wealth expertise

Never has the need for benchmarks been felt so much by decision-makers in terms of wealth, whether on taxation, real estate, investments, retirement, etc. The Patrimoine des Echos channel aims to help our readers find their way around.

Throughout the year, the editorial staff offers special reports punctuated by the major wealth highlights (Income Tax Declaration, ISF, Salon Patrimonia) as well as the need to support the management of our readers' assets (Retirement, Investment, Real Estate, Life Insurance, Stock Exchange)

These files are integrated into the daily life and benefit from the entire distribution of Les Echos.



682 000 readers every day
139 797 copies every day



N°1 in affinity on
Managers of SMEs or
Large Companies*

Index 286



N°1 in affinity on
the Top 2 Revenue

Index 225



Les Echos *leadership&management*



The "Leadership & Management" vertical meets the cross-functional needs faced by all companies. Inspiring content, trend deciphering and practical analyses to support **the daily professional challenges** of optimistic leaders and to feed reflection around management.

An ecosystem in the world of Les Echos :

- In the 1st notebook every Thursday
- In the "ideas" section with specific content: interviews, columns, audios...
- Every Friday a newsletter sent to the base of 65000 subscribers



664 000 readers
every day
139 797 copies
every day



No.1 in affinity on
Managers of SMEs or
Large Companies*

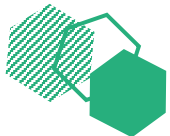
Index 286



6.7 M
of U.V per
month
on lesechos.fr



20 891
registrants**
to the newsletter



Les Echos The digital meeting of leaders and optimists

Around **verticals and expert thematic meetings**,
Les Echos opens the debates and provides inspiration to **Optimistic Leaders** to help them to:


- Meeting the challenge of **reconciling present and future**
- Encourage **action and drive change**

Premium experience
Les Echos deploys its expertise in digital technology!



NOUVELLE APP!




6.7 M
U.V every months
of which **80%** smartphone


2^e brand in
its CU*


Affinity on
executives
Index 152


>3 M
fans & followers
40
different NL

+500K streams
per months

