



The leading weekly magazine on French Construction & Public works  
 Issued on Friday  
 Cover Price: € 8.50

**MARKET POSITION:**

**Le Moniteur** is the leading weekly general magazine on construction and public works in France aimed at all players and opinion formers in this field (architects, distributors, industrial manufactures, institutions, etc). It is now over 100 years old and remains the reference in its field as an essential tool for building professionals. Its readership is mostly composed of decision-makers in all sectors; 45% of which spend more than 75 K€, and 55% in excess of 500 K€. The significant rate of subscription (97%)\* means that **Le Moniteur's** readership is loyal, attentive and liable to reread issues on a regular basis. (Group Moniteur Profiling Ipsos survey 2004)

		<b>Le Moniteur</b>
Total circulation	OJD 2015	<b>45,529</b>
Total Paid circulation	OJD 2015	<b>35,472</b>
Readership PREMIUM 2015-2016		
All		<b>286,000</b>
Senior Management		<b>140,000</b>
Top 8% Wealthiest		<b>261,000</b>

**EDITORIAL PROFILE:**

**Le Moniteur's** editorial content has the most complete coverage of all economical, technical and political news in the building trade. This is an indispensable tool delivering all necessary information on national and regional news, current renovation, technical and architectural changes, regulations, national projects and tender for contracts. Approximately 450 pages per issue enable the title to devote more space to the essential classified section than any other publication. The magazine is divided into the following sections:

- *International and national news:* everything concerning the building market, interviews with professionals
- *Regional news:* on local players, markets, and projects to keep an eye on.
- *Renovation and urbanism:* presentation and analysis of regional projects.
- *Architecture & technique:* new products and materials, technical innovations, examples of realised projects.
- *Management and regulation:* all legal information corresponding to the sector and company management.
- *Classified and tenders:* national public and private projects and tender for contracts.

Throughout the year, technical reports and special issues come in the form of supplements to cover in depth special events such as the Batimat exhibition. A website also provides constant information: [www.lemoniteur-expert.com](http://www.lemoniteur-expert.com).

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