



France's Leading Industrial Magazine
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MARKET FACTS:

L'Usine Nouvelle is the name that industry's leaders turn to first. It is the reference media publication for the industrial sector since 1891. *L'Usine Nouvelle* is a real work tool for industrial decision-makers, keeping readers abreast of economic, technological and societal challenges in the industrial sector. 237.000 readers of *L'Usine Nouvelle* are executives, managers and influential people. In addition, each week, the magazine reaches 199.080 readers directly involved in purchasing decisions.

		L'Usine Nouvelle
Total Circulation	OJD 2015	45,519
Domestic Paid Circ.	OJD 2015	25,355
PREMIUM 2015-2016		
All		212,000
Top 8% Wealthiest		129,000
Senior Management		171,000

EDITORIAL PROFILE:

L'Usine Nouvelle is the only weekly publication intended for all industry professionals and industry-related services. Each week, the magazine provides information to its readers with a comprehensive view of the news concerning industry players, markets, organizations and technological innovations. All developments in industrial news are deciphered by the expert eye of *L'Usine Nouvelle*.

The information is presented from 3 perspectives in order to interest the decision-maker at each level:

- Technical - product and technology choice
- Corporate – strategic management information taking into account the demands of the market
- Social – optimisation of capabilities and human resources

ADVERTISING RATES 2017:

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