

Capital

France's Leading Economic Magazine
Monthly Publication issued on Thursdays
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MARKET POSITION:

Capital is the unique and dynamic business magazine that brings together news and finance in one, with sensible analyses of complex economic events, well-researched behind-the-scenes reports and practical advice on financial investments and successful management. **Capital** is by far the most widely read business magazine in France and Europe: the unchallenged market leader.

Capital targets and audience composed of Executives, Senior Executives, decision makers, CEOs and Managing Directors who want to be updated on the going-on in the world of business and finance.

		Capital
Total Circulation	ACPM OJD 2019	163,746
Domestic Paid Circulation	ACPM OJD 2019	157,213
Readership		
<u>ONE</u> (Total Readership)	2018	1,585,000
<u>PREMIUM</u> 2017		
All		494,116
Top 8% Wealthiest		339,190
Senior Management		311,596

EDITORIAL PROFILE:

Capital has distinguished itself by providing serious and reliable investigate editorial in a visually stimulating, high impact layout: a new form of economic journalism that is so appealing to French Executives. It covers macro economics, management techniques, people, careers, investments, travel and lifestyle and presents them in the most accessible way. This editorial balance and presentation are the secret of **Capital's** success, which is underlined by the fact that 80% of sales are from newstands.

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