



Capital

France's Leading Economic
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MARKET POSITION:

Capital is the unchallenged market leader in France and Europe due to its clear and dynamic analyses of complex economic events, well-researched behind-the-scenes reports and practical advice on financial investments and successful management. **Capital** targets an audience composed of Executives, Senior Executives, decision makers, CEOs and Managing Directors who like to keep up to date on the world of business and finance. Men make up 61% of the readers, and 37% are AB +.

| | Capital |
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| Paid Circulation in France ACPM OJD 2024 - 2025 | 72 453 |
| Total Circulation ACPM OJD 2024 - 2025 | 75 066 |
| Readership <u>ONE NEXT</u> 2025 S2 | 1 543 000 |
| <u>INFLUENCE 2025</u> | |
| All | 399 000 |
| Senior Management | 251 000 |
| Top 1% Wealthiest (+200K€) | 24 000 |

EDITORIAL PROFILE:

Capital has distinguished itself by providing serious and reliable investigative editorials in a visually stimulating, high impact layout. It covers macroeconomics, management techniques, profiles on key decision makers, careers, investments, travel and lifestyle. This editorial balance and presentation are the secret to **Capital's** success, with 80% of sales from news-stands.

ADVERTISING RATES 2026:

| FORMAT | STANDARD | TRIM (WxH) mm |
|------------|----------|---------------|
| Page | 41 300€ | 213 x 280 |
| DPS | 82 600€ | 426 x 280 |
| 1/2 Page | 30 500€ | 213 x 140 |
| 1/4 Square | 23 500€ | 106 x 134 |

TECHNICAL SPECIFICATIONS:

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