



The only French weekly business magazine
 Issued on Thursday
 Cover Price: € 4.20



MARKET POSITION:

Launched in 1982 to advise young graduates at the beginning of their careers, or to those who are ready to launch a new business, **Challenges** was integrated into the *Nouvel Observateur* group in 1986. On September 1st, 2005, Challenges became weekly due to its success. It is now in the field dynamic, reactive, global and operational vision of current events.

Since the arrival of the new editor-in-chief, Vincent Beauvils, **Challenges** has filled the gap in Business Weekly Magazines as there was no weekly before.

After all these changes, **Challenges** has become France's reference business magazine.

		Challenges (weekly)
Total Circulation	ACPM OJD 2019	187,258
Domestic Paid Circulation	ACPM OJD 2019	185,258
Readership		
ONE (Total Readership)	2017	783,000
PREMIUM 2017		
All		311,459
Top 8% Wealthiest		241,144
Senior Management		176,644

EDITORIAL PROFILE:

Challenges has no political leanings, so it reports on and describes the world of business, bringing out the political, social and personal aspects. Since **Challenges** became weekly in September 2005 its content has been more up to date than any other French business magazines. **Challenges** keeps three easily identifiable colour coded sections. It has also reinforced its editorial concept to include more business current affairs. Because of its editorial style, new logo, layout and varied graphics, **Challenges** is easy to read and is a stimulating reflection on the business world.

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