



# Challenges

The leading French weekly  
business news magazine  
Published on Thursdays  
**Cover Price: 4,80€**



## MARKET POSITION:

*Challenges* is the magazine of reference for business decision makers and investors looking to keep up to date on the latest financial and business news. *Challenges* analyses the latest business sector transformations and reveals the most important new business leaders. Every week, 70 well known French journalists decipher the economy with reports, interviews and exclusive information. Its main target audience is HNWI, graduates, men, people who live in a city and AB+.

	Challenges
<b>Paid Circulation in France</b> ACPM OJD 2024 - 2025	<b>135 262</b>
<b>Total Circulation</b> ACPM OJD 2024 - 2025	<b>136 360</b>
<b>Readership</b> <b>ONE NEXT 2025 S2</b>	618 000
<b>INFLUENCE 2025</b>	
All	202 000
Senior Management	119 000
Top 1% Wealthiest (+200K€)	15 000

## EDITORIAL PROFILE:

*Challenges* offers over 50 pages dedicated to economic and political news from an economic liberal editorial stand point. *Challenges* is easy to read and is a stimulating reflection on the business world, including sections on international and domestic business news, real estate, education and even a luxury section. There are special editions throughout the year covering topics such as the fortune 500, 100 start-ups to invest in and real estate.

## ADVERTISING RATES 2026

Format	Standard	Size (mm)
Page	23 800 €	200 x 267
DPS	47 600 €	400 x 267
½ Page	16 200 €	200 x 125 or 115 x 267
1/3 Page	10 700 €	200 x 80 or 70 x 267

## TECHNICAL SPECIFICATIONS:

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