

Le Monde

France's Leading Daily Newspaper
Cover Price: € 2.80



MARKET POSITION:

Launched in 1944, **Le Monde** is the most influential daily newspaper in France. Its thorough treatment of important issues has earned **Le Monde** its reputation as the main source of information for government, business leaders, business decision makers and opinion formers. The business coverage is evenly spread across people in corporations, the civil service and self-employed professionals.

		Le Monde	Le Figaro	Les Echos
Total Circ.	ACPM OJD 2019	336,522	333,057	132,210
Domestic Paid circ	ACPM OJD 2019	323,565	325,938	130,059
Readership <u>ONE</u> (Total readership)	2017	2,720,000	1,943,000	693,000
<u>PREMIUM</u> 2017				
All		1,128,890	813,133	452,180
Senior management		657,333	411,293	300,151
Top 8% wealthiest		807,148	642,422	340,420

EDITORIAL PROFILE:

Le Monde has had a stable editorial policy since its launch in 1944, which is centred on the following values: accuracy, honesty, reliability, thoroughness, foresight and objectivity. International news, politics and the economy constitute 70% of the editorial whilst the rest is devoted to culture, society and other areas of interest. Each day of the week has its regular supplement. Mondays focus on economy, employment, arts and entertainment, books, leisure, regions and radio and television. **Le Monde** is acknowledged as the most reliable newspaper in France and is respected for its unbiased political stance. Hence the expression "it is true because you read it in **Le Monde**".

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