



Le Monde

France's Leading Daily Newspaper
Cover Price: 3,80€



MARKET POSITION:

Le Monde is the most influential daily newspaper in France. Since its launch in 1944, it has earned its reputation as a trustworthy source of information for the government, business leaders, and business decision makers due to its in-depth analyses on important current events. **Le Monde** contains a wide-reaching business coverage, that is useful to the civil service to self-employed professionals alike.

	Le Monde	Le Figaro	Les Echos
Paid Circulation in France ACPM OJD 2024-2025	549 758	375 081	140 558
Total Circulation ACPM OJD 2024-2025	554 495	377 813	141 809
Readership <u>ONE NEXT 2025 S2</u>	2 737 000	1 939 000	799 000
<u>INFLUENCE 2025</u>			
All	963 000	642 000	351 000
Senior management	548 000	313 000	201 000
Top 1% Wealthiest (+200K€)	52 000	53 000	31 000

EDITORIAL PROFILE:

Le Monde is renowned as the most reliable newspaper in France and is respected for its unbiased political stance. 70% of the editorial profile covers international news, politics and the economy, whilst the other 30% is devoted to culture, society and other areas of interest. There is a different themed supplement for everyday of the week: economy, employment, arts and entertainment, books, leisure, regions, radio and television.

ADVERTISING RATES 2026:

Format	Standard	Premium (7,9 or 11)	Sizes (mm)
Central Double Page	-	323 100 €	600 x 435
Double News	-	183 200 €	407 x 272
Page	131 100 €	199 800 €	285 x 435
News	69 200 €	97 100 €	189 x 272
½ page	76 900 €	112 600 €	285 x 215 or 140 x 424
1/3 Page	53 100 €	78 200 €	92 x 424 or 189 x 215

TECHNICAL SPECIFICATIONS:

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Email: gca@gca-international.co.uk