

# Le Monde

## Le Monde argent&placements

The monthly financial section of Le Monde  
Issued on Wednesday



### **MARKET POSITION:**

**Le Monde Argent** changed its formula and since May 2008 it has become a monthly financial supplement, issued on Saturdays. It covers all aspects of the financial world from investments, asset management, tax systems and the real estate market to art, international financial markets and world VIPs.

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

### **EDITORIAL PROFILE:**

- 2 reports each month: a 4-page main report covering issues of patrimony and another 2 pages of reports
- 3 new sections: "How to make successful investments", "Private Banks" and "Family"
- The usual various columns: Real Estate/Tax System/Portfolio/Investments Funds/Pleasure pages/The art market, wines, gastronomy, collector portrait...

### **ADVERTISING RATES 2020:**

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