

IDÉES Le Monde

The weekly culture supplement of Le Monde Week-End
Issued on Friday



MARKET POSITION:

Le Monde Idées: Weekly 8 pages file try to explain the debates about news and going deeper on the topics at the moment when the reader has time to read.

		Le Monde	Le Figaro	Les Echos
Total Circ.	OJD 2019	336,522	333,057	132,210
Domestic Paid circ	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:

- Main news questions debated
- Surveys facts of life, in France and abroad
- Interviews to shake received ideas

ADVERTISING RATES 2019:

Format	B&W	4 colour
RHP. 1/3 page	42 720 €	53 400 €
RHP. 1/4 page	33 120 €	41 400 €
RHP. Full Page	109 120 €	136 400 €
RHP. 1/2 Page	61 920 €	77 400 €

TECHNICAL SPECIFICATIONS:

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