

Le Monde L'époque

SAHEDI 12 MARS 2016

Le Monde L'Epoque is the new weekly supplement
in le monde Week-End



MARKET POSITION:

Le Monde **L'Epoque** is the new weekly supplement of Le Monde Week-end launched in March 2016. It covers the little changes and the big mutations in our World. This new supplement aims to **inform, entertain** and decrypt actuality.

		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:

Le Monde L'Epoque is a weekly of Le Monde which follows a new approach:

- **Work column:** work is also a life place, tips and advices.
- **Tourism:** Places, favorites and tests.
- **Cooking:** New trends and recipe.
- **Psycho:** Family and couple orientated records.
- **Anywhere garden:** Gardening post for those whom have huge garden as well that those whom have little surface.
- **The restyled Proust questionnaire:** modernized and proposed to celebrities.
- **Last page:** Journalist relate story of someone with an incredible destiny.

ADVERTISING RATES 2020:

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