



Le magazine du Monde

Weekly supplement to Le Monde newspaper  
Issued Friday afternoon



**MARKET POSITION:**

**M Le Magazine du Monde** is the weekend supplement magazine of Le Monde. It offers reports and lifestyle articles and is divided in 4 sections: M La Semaine: Breaking news of the week M Le Monde: Portfolio M le Style: Fashion, travel M Culture: Events, culture M has replaced Le Monde Magazine M has an entertainment mission by the fact that it is an offbeat magazine (deal with fashion, design, travel, automotive & food topics).

Finally, M Le Monde has another goal: to conduct surveys and reports and analyse trends.

		M Le Monde magazine
Total Circ.	ACPM OJD 2019	320,869
Total French Paid Circ.	ACPM OJD 2019	316,870
<u>Readership</u>		
<b>ONE (Total Readership)</b>	2017	<b>2,064,000</b>
<b>PREMIUM 2017</b>		
All		<b>627,297</b>
Senior Management		<b>341,749</b>
Top 8% Wealthiest		<b>481,986</b>

**CONTENT:**

Its aim will be to entertain about luxury. The magazine will be offbeat and will cover lifestyle, fashion and travel topics.

**5 Sections are designing M:**

- Breaking news: the week by M
- The heart of the magazine: le Monde according to M
- The Portfolio: M gallery
- M "dans tous les sens"
- The culture according to M

**ADVERTISING RATES 2020:**

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**TECHNICAL SPECIFICATIONS:**

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**CREATIVE DEADLINE:**

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