

# Stratégies

The leading weekly magazine for marketing  
and communications professionals  
Issued on Thursday  
Cover price: € 5.80



## **MARKET POSITION:**

**Stratégies** provides information about communication, marketing, advertising and media. All subscribers receive the daily morning newsletter from **Stratégies**. The structure of distribution segmentation is broken down as follows: 56% advertisers, 24% Agencies Councils, 15% Media and 5% Providers. The readers spend, on average, half an hour reading the title.

		Stratégies
<b>Total Circulation</b>	ACPM OJD 2019	<b>11,160</b>
<b>Domestic Paid Circ.</b>	ACPM OJD 2019	<b>9,576</b>

## **EDITORIAL PROFILE:**

In addition to its magazine and its daily newsletter, **Stratégies** has launched a real training programme for professionals:

- 20 conferences per year, with references from more than 400 experts, feedbacks, benchmarking and business information
- A wide range of educational courses to help every professional maximize the profitability of both marketing and communication activities

## **ADVERTISING RATES 2020:**

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