

Capital



Key Facts

Periodicity: monthly
Cover price: €3,50
Launching: 1991

Circulation: 235 328 copies
55% newsstands / 42% subscription
(2013-2014 DSH)

Brand reach ONE 2014 v4:
2,9 million readers

Readership ONE 13-14:
2 million readers

Readership PREMIUM 14:
728 000 Premium readers

2015 rate FP4C: € 41,300
Ad closing date: 3 weeks before publication

Digital reach MNR Sept 2014:
1,1 million UV

N°1 On economic press

The referent magazine for business issues

Capital was launched in September 1991 and quickly became the first business and news magazine in circulation and readership. This success is based on its dual identity: **as serious as a business magazine has to be and as captivating as a magazine can be.**

The magazine diversity relies on **more than 50 inquiries per issue on very different topics**: reports on the French and International economy, investigations on the leaders of the economy, revelations on industry and finance behind-the scene issues, advice and practical features on money investments and career management...

The success of Capital's formula is based on a **very attractive "mise-en-scène" of information, on numerous and diversified illustrations, and on a multiplicity of boxes and graphs.**

The **independence of the editorial staff** enables the journalists to use exceptional ways to find good information and verify their truthfulness.

Contact

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5 Good Reasons to Choose Capital

1- A real power on all senior executive targets

n°1 on all AB+ magazines: business decision-makers, managers and directors...

2- A leadership based on the proximity with readers

The news / economic magazine most sold in newsstands

3- The best solution for catching premium readers

L'Express + Le Point + L'Obs + Capital = +20% exclusive coverage

4- Extensions

Luxury, Real estate, Pension, State of France, Wine...

5- A global brand that reaches almost 3 million people

website and newsletters, iPad app Capital News and new iPhone apps...



Best investigation
Award

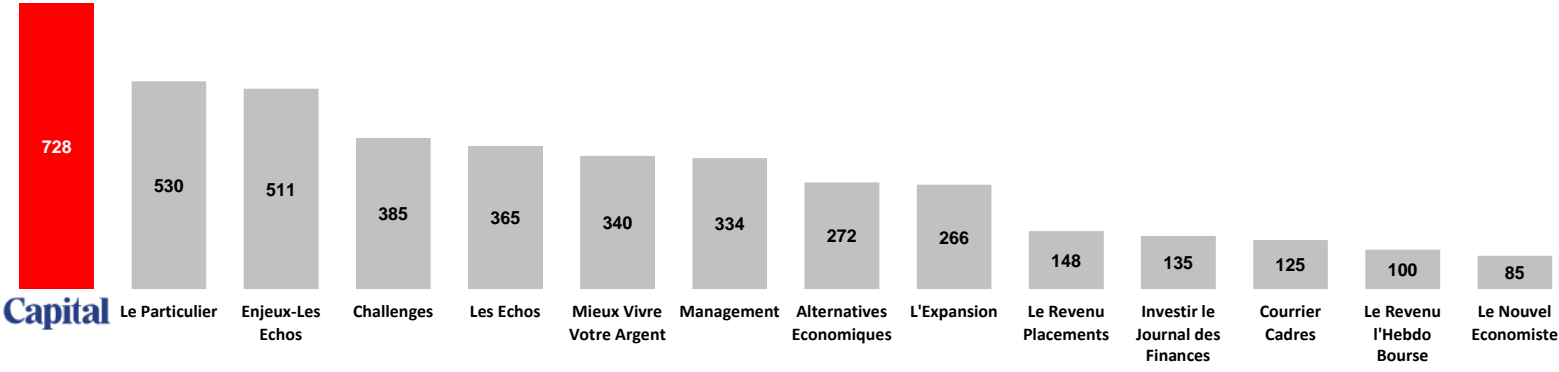


7 Special Issues / year

Capital

N°1 on Premium

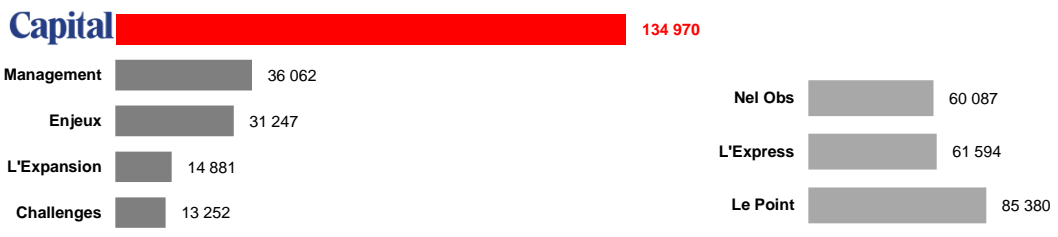
The most powerful of economic magazines among Premium



Source: AudiPresse Premium 2014

The News-Eco the most distributed on newstands

Newstands sales + digital version
Economic press and News



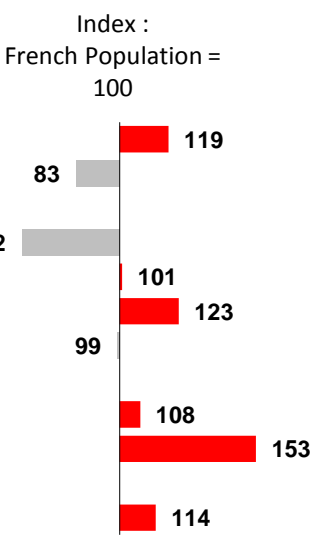
Source: DSH 2013-2014

Readership

1,910,000 readers (ONE 13-14) / 728,000 Premium readers (AudiPresse Premium 2014)

FR Pop 51 483 000
Capital 1 910 000

Men	48 %	57 %
Women	52 %	43 %
15-24 y.o	14 %	9 %
25-49 y.o	39 %	40 %
50-64 y.o	24 %	28 %
65 y.o +	23 %	22 %
Working	56 %	60 %
AB	26 %	40 %
Urbans	46 %	53 %



Source : ONE 2013-2014