



N°1 business magazine in Europe

Identity

Launch Date	: 1991
Frequency	: Monthly
On-Sale Date	: End of each month
Cover Price	: 3€
Issues per year	: 12
Average pages per issue	: 180
Format	: 21.3x27 cm

Circulation (2007/2008)

France Paid	: 375 251 copies
Newstand Sales	: 70%

Readership

Total	: 2 664 000 (AEPM 2007-2008)
Total Executives	: 1 448 000 (Ipsos FCA 2007)
Senior Executives	: 685 000 (Ipsos FHR 2007)

Editorial Concept: The unique and dynamic business magazine that brings together news and finance in one, with sensible analyses of complex economic events, well researched behind-the-scenes reports and practical advice on financial investments and successful management.

Capital launched in 1991 is by far the most widely read business magazine in France and Europe: the unchallenged market leader!

Core Audience: Executives, Senior Executives, decision makers,

CEOs, and Managing Directors who want to be updated on the going-ons in the world of business and finance.

Journalistic Approach: With its informative, practical, competent, understandable, independent and sometimes even a bit sassy approach, *Capital* has become the must-read for top executives across France. It has distinguished itself by providing serious and reliable investigative editorial in a visually stimulating, high impact layout: a new form of economic journalism that is so appealing to French executives.

Worldwide Capital Editions: German *Capital* was established in 1962 (fortnightly frequency as of 2000); followed by monthly versions in France.

Readership Profile

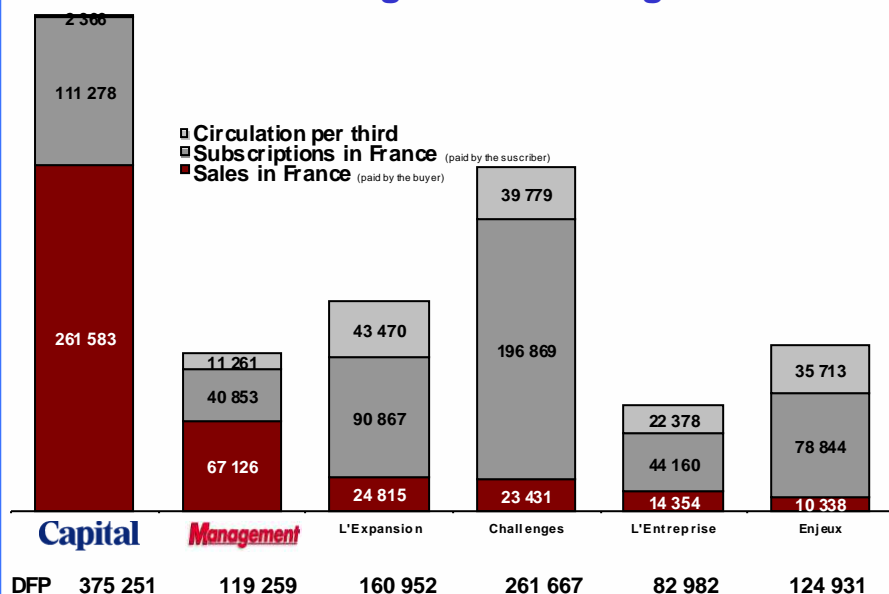
2 664 000 readers (AEPM 2007-08)
1 448 000 executives readers (Ipsos FCA 2007)
685 000 high income readers (Ipsos FHR 2007)

	All french executives 7.2 million	CAPITAL executives 1.4 million	Index: All executives= 100
Men	63%	66%	105
Women	37%	34%	92
Under 50 years	74%	77%	105
< 35 years	31%	35%	113
35-49 years	43%	43%	99
Senior Business Executives	32%	43%	132
Decision Influence	21%	27%	127
Décisionnaires achats			
Revenues > 75k+ €	34%	38%	111
CEOs, Managing Directors	5%	6%	133

Source: Ipsos FCA 2007

Capital is the most attractive business magazine reaching executive targets

CAPITAL is read by 1 employee out of 5



CAPITAL, it's...

...more executives than Les Echos, La Tribune, Le Figaro, Le Monde et Libération together.

...more executives than Enjeux, L'Expansion et L'Entreprise together.

...more senior executives than Le Point, L'Express et L'Obs together.

Sources: OJD 2007-2008, Ipsos FCA 2007

5 good reasons to choose Capital

1- Economy is its passion

The economy is perceived as the key element of the professional and personal fulfilment
Precision, rigour, and wealth of information
Accessibility and attractiveness thanks to a friendly layout

2- Its strong values

Audacity, Independence, Investigation

3- A dynamic circulation

A leader which continues to break its own records.

4- A LEADERSHIP reaching executives and other selective targets

The higher the management rank, the stronger reach :
CAPITAL is read by more than 1 CEOs out of 4

5- Capital is efficient and economical

Very competitive CPT and a commercial policy at your service :
CAPITAL, the best booster for your campaigns !

www.capital.fr

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2009 Ad Rates

Full page 4C 40 170 €

Cost per thousand

CPT audience AEPM 15 €
CPT audience Executives 28 €
CPT audience High Incomes 59 €

Technical Information

Page size: Bleed 213x270

Non-Bleed: 179x235

File format: Tiff-I/P1

Resolutions: CT 12l/mm
LW 100l/mm

For proposals, please contact us

A 10mm gap around the page is needed. The space must contain registration and trim marks.