

ENJEUX

THE MONTHLY BUSINESS MAGAZINE

ANALYSIS OF CONTENT

Enjeux: Strategic information tool integrating the principal mechanisms of the economy. Enjeux profiles businessmen in their working environment. It provides an accurate picture of the state of the economy.

Enjeux comprises of four sections:

TRENDS

An overview of the information received on a day-to-day basis in the section "News Economique".

Analysis of the economy using economic indicators, expert opinions and management charts of the French and world economies.

Economic trends: section presented according to business activity (i.e. marketing, industry, finance and management) which allows the reader to identify with either his own job or related sector or function.

SURVEYS

Forecasts of the main trends in the economy using genuine case histories or in-depth analyses by sector. There are about a dozen surveys per issue. Surveys are classified according to principal business activity.

The new economy its implications on the world of business and finance.

IDEAS/CULTURE

As an integral part of business, it offers a more relaxed focus for heads of companies or senior executive readers of Enjeux. Aimed at the individual, but in a business context.

ENJEUX CIRCULATION & READERSHIP

ENJEUX: The magazine for senior corporate executives in France

THE FACTS: Circulation:
148,391 (OJD 2003)

Readership:
762,000 total executives
(IPSOS FCA 2004)

And:
453,000 senior business executives
(IPSOS-FCA 2004)

THE PRODUCT

- ◆ Enjeux is a true working tool providing its readers with an insight into the corporate world, its various aspects and strategies.
- ◆ The editorial team of Enjeux applies the same rigour and reliable approach to coverage as Les Echos' editorial team
- ◆ Enjeux stands back from events to give a wider picture providing executives with essential elements required in their business lives. An executive must be able to anticipate events. Enjeux does not offer solutions but operational analyses on which a business executive can build his decision

WHO READS ENJEUX?

EBRS 2004

47% of senior businessmen and women in France read Enjeux (universe 59,196)

60% of Chairmen/Presidents/Chief Executives/Managing Directors read Enjeux
(Universe 23,039)

56% of senior business people working in financial companies read Enjeux
(Universe 5,284)

IPSOS 2004-FRANCE DES CADRES ACTIFS

20.8% of senior company executives
(Universe 2 174,000)

50.1% of CEOs, MDs of large companies
- 500 + employees - (universe 22,000)

21.1% of Decision influence executives (universe 1 367,000)

IPSOS 2004 - DECIDEURS FINANCIERS

44.5% of Financial Decision-Makers
(Universe 28,310)

50.5% of Financial Directors and Treasurers in large companies,
excluding insurance and financial companies
(Universe 7,999)