

1st

**BUSINESS
NEWS
MAGAZINE**



Challenges



WEEKLY

144 253

COPIES

ACPM DFP 2023-2024

3.1 M

READERSHIP

ONE NEXT GLOBAL 2024

1.1 M

READERS/MONTH

ONE NEXT GLOBAL 2024

607 K

READERS/WEEKLY

ONE NEXT LDP 2024 S2

MAIN TARGET



Actives



AB++



Male



High school graduates



Urbans



High incomes

THE REFERENCE MAGAZINE FOR UNDERSTANDING THE PRESENT AND THE FUTURE OF THE ECONOMY

A NEW TYPE OF LEADER EMERGING

In a complex business world marked by new stakes and rapid change, new decisions maker are driving the culture of change the culture of change and think ahead.

ECONOMIC INFORMATION THE 1ST STRENGTH OF CHALLENGES

> CONNECTED :

A direct link to managers and the French decisions makers.

> REVEALED :

Every week, in an economic world marked by the complexity of issues and the speed of change, Challenges reveals the new leaders.

> HIERARCHICAL :

Challenges informs, decodes and deciphers the transformation of the economy.

THE STRENGTH OF AN INDEPEDENT EDITORIAL TEAM

Every week, **70 WELL KNOWN JOURNALISTS** decipher the economy : reports, analyses, interviews and exclusive information.

Pierre-Henri de Menthon • Ghislaine Ottenheimer • Gilles Fontaine
Nicolas Domenach • Alain-Gabriel Verdevoye • Eric Bergerolle
Eric Tréguier • Gaëlle Macke • André Comte-Sponville • Xavière Laffont...



944 000
U.V



345 000
U.V

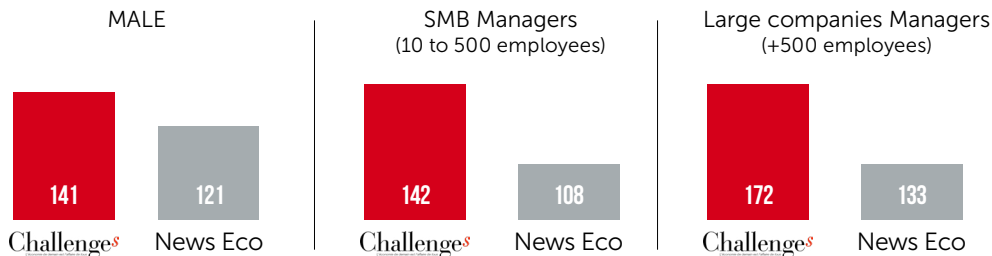


+965 000
FOLLOWERS

1ST BRAND BUSINESS NEWS MAGAZINE

CHALLENGES LEADER AMONG INFLUENTIAL MEN MANAGERS

Affinity index – Total population target ONE NEXT Influence

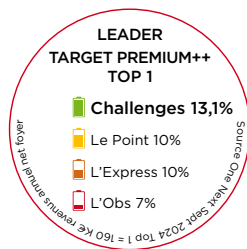
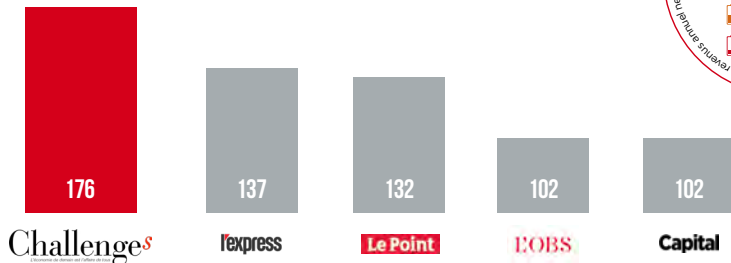


TOP 1 - VERY HIGH INCOMES

Affinity index – Total population target ONE NEXT Influence

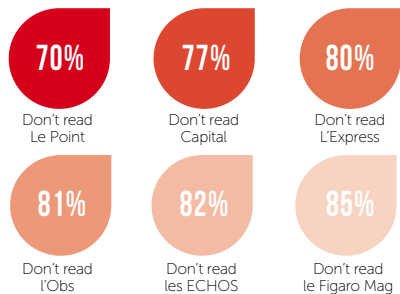
Top 1

Annual incomes > 160 000 €
Index 176



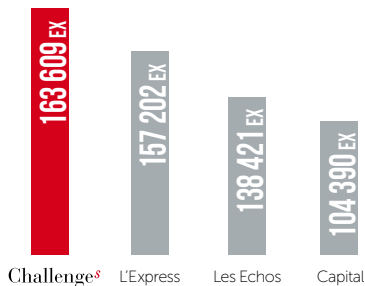
EXCLUSIVE READERS

Total population target



LEADER IN ITS COMPETITIVE SEGMENT

ACPM DFP 2022



ALL DEVICES



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