



# Les Inrockuptibles

NEWS • CULTURE • LIFESTYLE

MEDIAOBS

# Les Inrockuptibles

## A STRONG BRAND PROMISE

### EXEMPLIFIES

A singular vision of art and culture, independent, sharp, selective and undertook.

### ASSURES

A role of pedagogy between eras and generations, but also between different kind of arts.

### PARTICIPATES

In the consideration of ideas to transform our society throughout culture.

### CARRIES

Societal and environmental engagements.

### REPRESENTS

The spokesperson in the world of culture and its actors.

## POSITIONING



### CULTURE

Discover today, those who will make tomorrow



### SOCIETY

Understanding an era and talking to a generation



### LIFESTYLE

Supporting creation and creators



## ASSETS

- **PRESCRIBERS** and **TALENT SCOUT**
- **DIFERENT, ENGAGED** and **SINGULAR**
- **DECRYPTION** and **ANALYSIS**
- **CRITICAL THINKING** and **EXPERTISE**

« WE ARE THE LEADING MEDIA BRAND  
FOR THE 25-49 YEAR OLD CULTURE »

## ECOSYSTEM



nova

ROCK  
EN  
SEINE

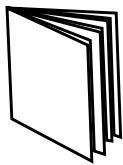
ChEEk

# HOW TO MEET **2 236 000 readers'** desire every week

HIGH INCOMES • URBANS • 25-49 YEARS OLD

thanks to

## Les **Inrockuptibles ?**



**678 000**  
lecteurs



**+ 1,1 M**  
V.U.



**+ 3 M**  
followers

Sources : ACPM One next global 2024 S2 - Googles Analytics

## CONTACTS

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## MEDIAOBS