

Challenge^s

1st

**BUSINESS
NEWS
MAGAZINE**





WEEKLY

240 600

COPIES
ACPM DFP 2025

3.3 M

READERSHIP
ONE NEXT GLOBAL 2025 S1

1 M

READERS/MONTH
ONE NEXT GLOBAL 2025

618 K

READERS/WEEKLY
ONE NEXT LDP 2025 SÉ

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 decipheres 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 • Pascale Besses Bouvard
Ghislaine Ottenheimer • Gilles Fontaine • Nicolas Domenach
Nicolas Meunier • Eric Bergerolle • Gaëlle Macke
André Comte-Sponville • Xavière Laffont.....



944 000
U.V



345 000
U.V

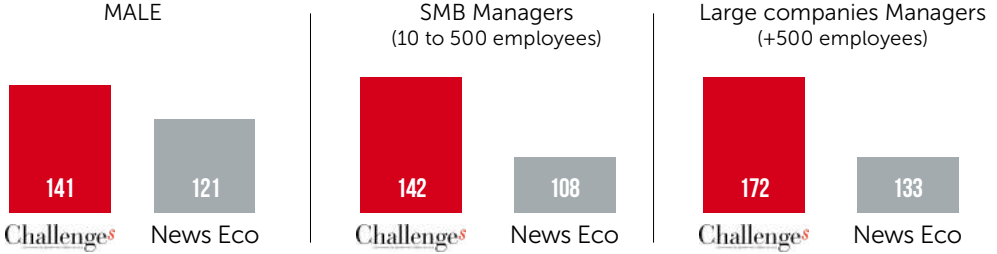


1M
FOLLOWERS

1ST BRAND BUSINESS NEWS MAGAZINE

CHALLENGES LEADER AMONG INFLUENTIAL MEN MANAGERS

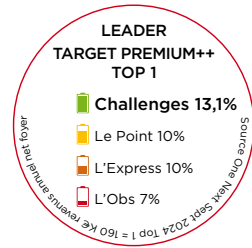
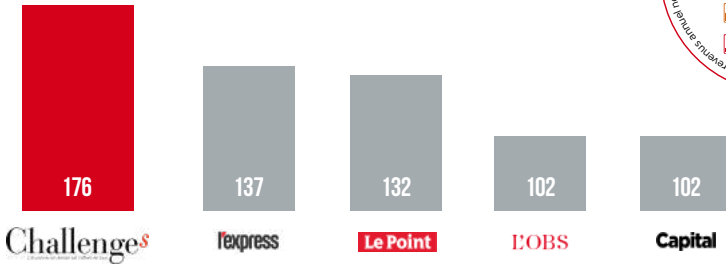
Affinity index – Total population target ONE NEXT Influence



TOP 1 - VERY HIGH INCOMES

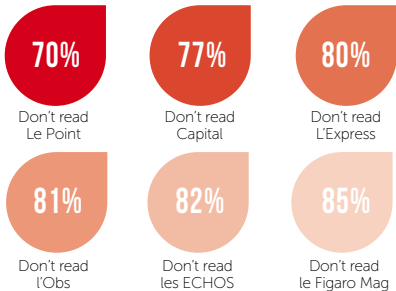
Affinity index – Total population target ONE NEXT Influence

Top 1
Annual incomes > 160 000 €
Index 176



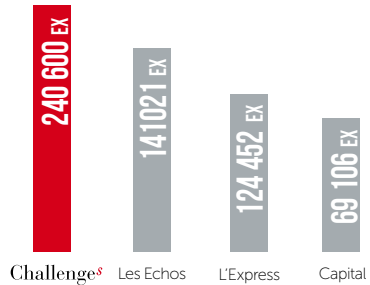
EXCLUSIVE READERS

Total population target



LEADER IN ITS COMPETITIVE SEGMENT

ACPM DFP 2025



Challenge^s



POWERFUL

Leading business media brand

INFLUENTIAL

Among opinion leaders and executives

LEGITIMATE

Independent newsroom

EXPERT

Preferred brand of decision-makers

REFERENCE

On Business, Finance, Innovation & Wealth topics



Corinne Rougé
01 44 88 93 70
crouge@mediaobs.com

Sandrine Kirchthaler
01 44 88 89 22
skirchthaler@mediaobs.com

Céline Clamagirand
01 44 88 89 17
colamagirand@mediaobs.com

Benjamin Courchaure
01 44 88 97 50
bcourchaure@mediaobs.com

Sylvain Mortreuil
01 44 88 97 75
smortreuil@mediaobs.com

Sandrine Larairie
01 44 88 89 17
slarairie@mediaobs.com

DIGITAL
Baptiste Mirande
01 44 88 89 06
bmirande@mediaobs.com