



Les Inrockuptibles

NEWS • CULTURE • LIFESTYLE

MEDIAOBS
IMPACT & AUDIENCE

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

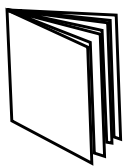
ChEEk

HOW TO MEET **2 025 000** readers desire every week

HIGH INCOMES • URBANS • 25-49 YEARS OLD

thanks to

Les **Inrockuptibles** ?



724 000
readers



+ 1,1 M
V.U.



+ 3 M
followers

Sources : ACPM One next global 2024 S2 - Googles Analytics

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