



# infoprodigital

MEDIA



## 2024 MEDIA KIT

13/11/2023

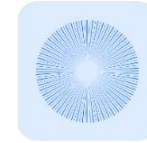
# The leading media brand in the construction industry for over a century.



1.2M  
Unique Visitors/  
month<sup>(1)</sup>



603K  
intentional e-mails  
in our database

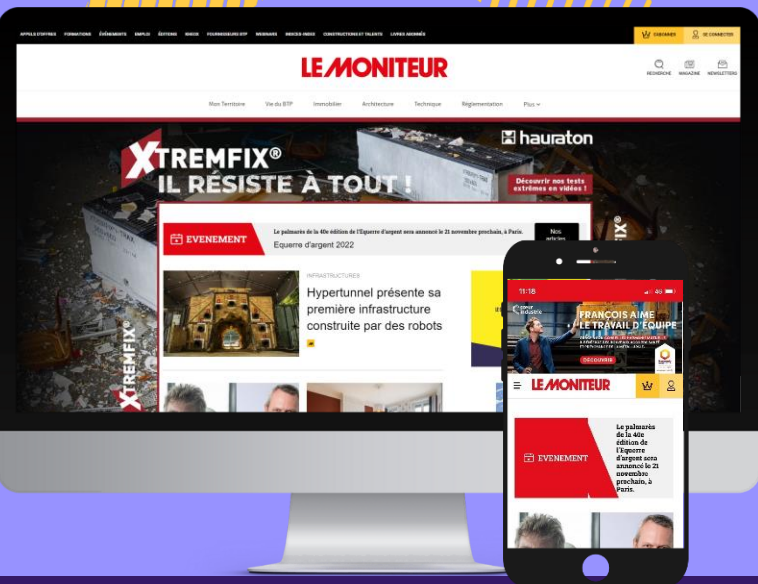


290,000  
Monthly readers



32,537  
Copies monthly<sup>(2)</sup>

Real estate    Architecture    Greater Paris    Regulations  
My Land    Digital    Building    Local authorities  
Energy    Infrastructures    Life in the building industry    Moniteur Innovation Day  
Public works    Industry    International    Housing    Tertiary



Source :  
(1) AT Internet 2022  
(2) ACPM OJD DSH 2022

# A team of expert editors recognized in the construction sector

A team of 40 journalists::



**Fabien RENOUE**  
Editor- in- Chief



**Sophie d'AUZON**  
Assistant Editor-in-Chief  
*Regulation*



**Jérémy BELLANGER**  
Assistant Editor-in-Chief  
*Architecture, Technology, Materials*



**Emmanuelle N'HAUX**  
Assistant Editor-in-Chief  
*Regions*

- ▶ Le Moniteur supports professionals in their activities, detects business opportunities region by region, and deciphers the regulations.
- ▶ It helps decision-makers anticipate demand and technical developments, react more quickly, identify promising markets and master the legal environment.
- ▶ Every day, **40 specialized journalists** produce content.



# Le Moniteur : an exclusive audience of decision-makers



*An exclusive audience*

# 76%

of Le Moniteur's executive and managerial readers **do not read any other business and professional weekly\***

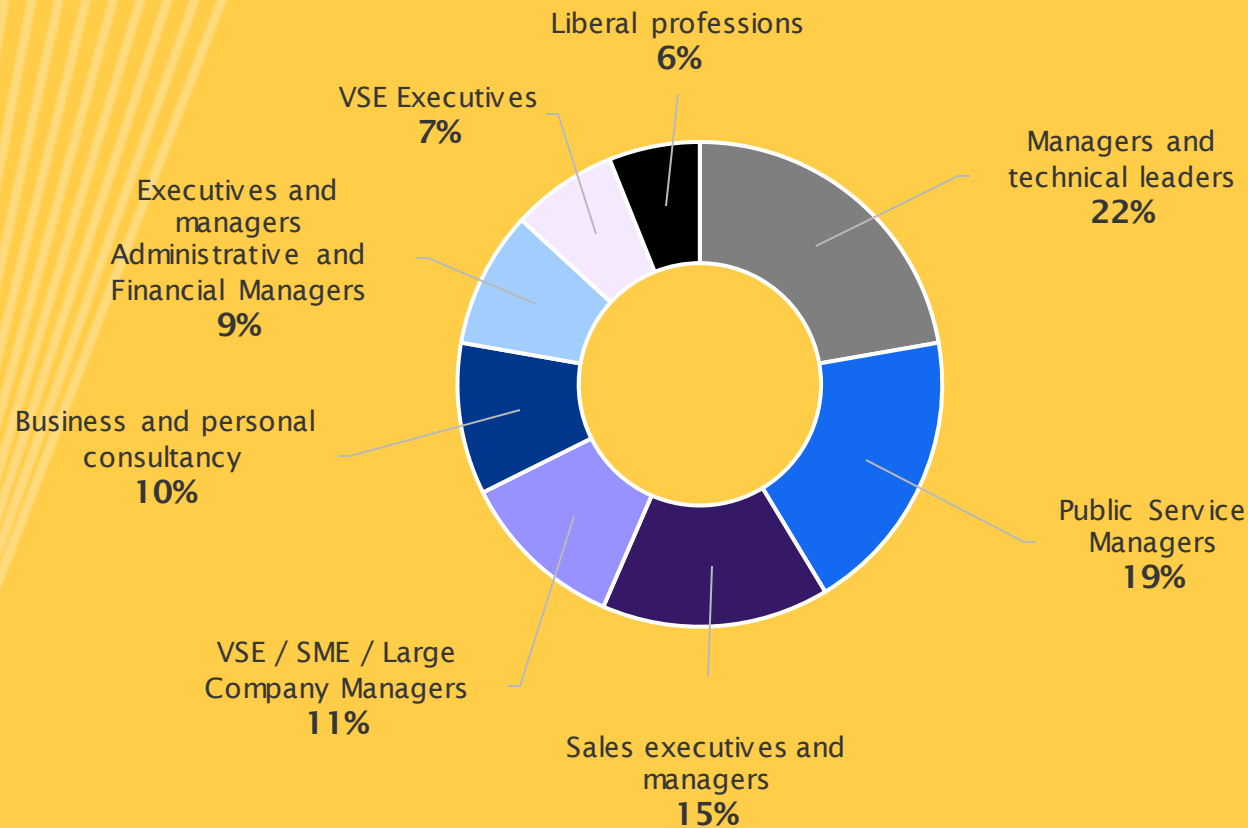
*An audience of decision-makers*

# 182

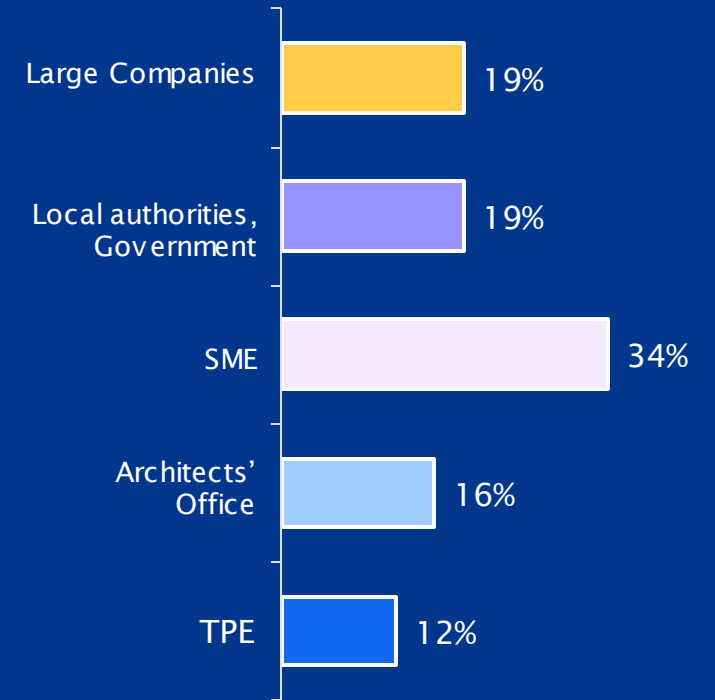
affinity index for the Top Executives. Le Moniteur is N°1 in the economic and professional press.

# Le Moniteur : brand audience profile

## Breakdown by function :



## Business Types:



# Le Moniteur : an audience of purchasing decision-makers

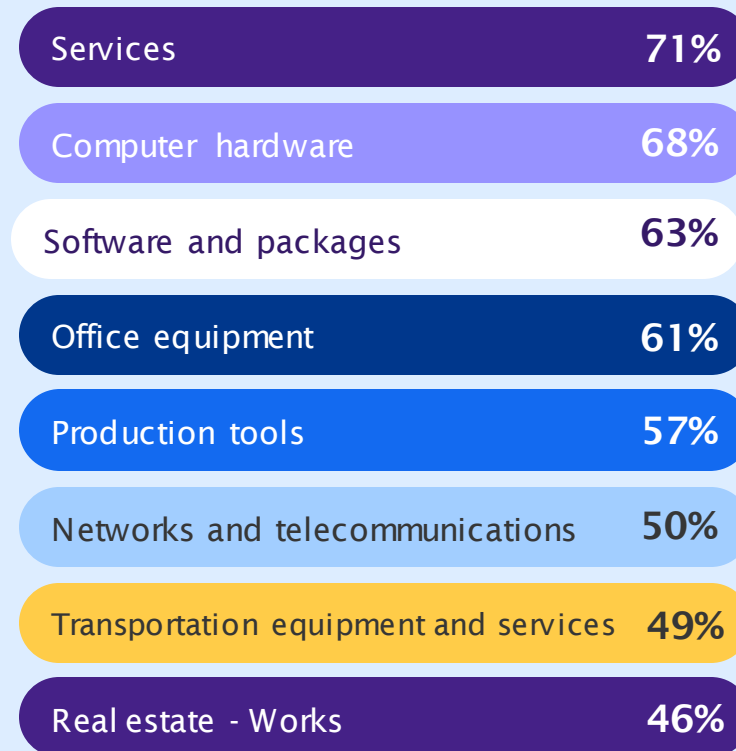
**58%**

of executives and managers who consult the Le Moniteur brand are **involved in their company's purchasing decisions**

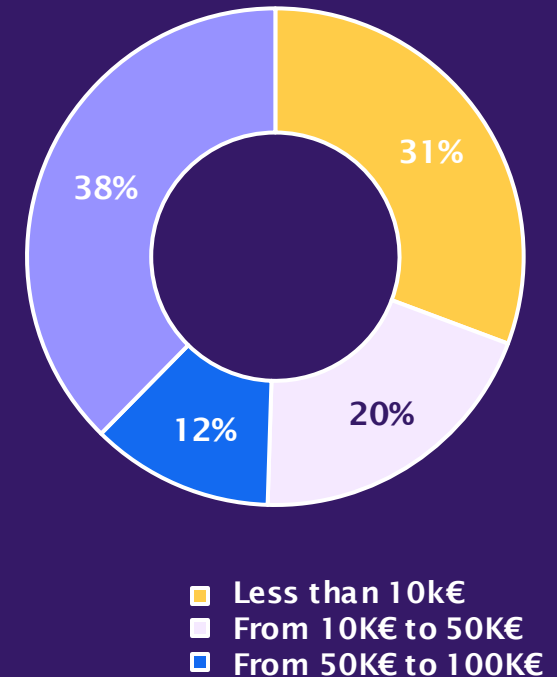
**60%**

of executives and managers who visit the website are **involved in their company's purchasing decisions**

## Participation in purchasing decisions:



## Amount invested :



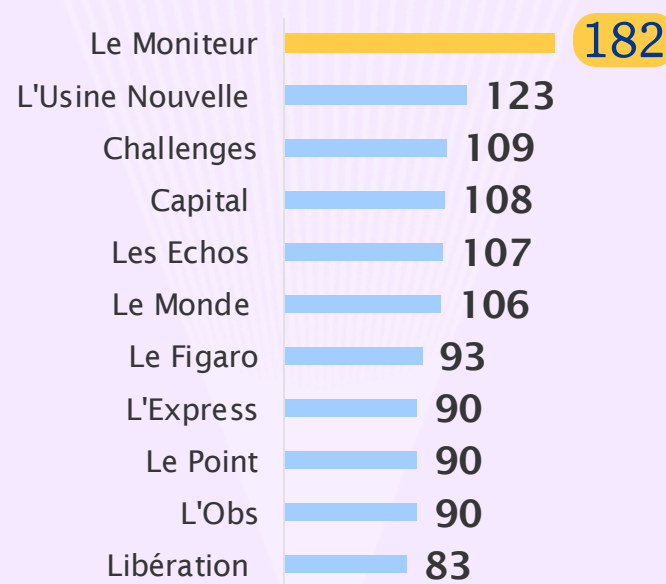
# Le Moniteur : brand affinity in relation to the competition



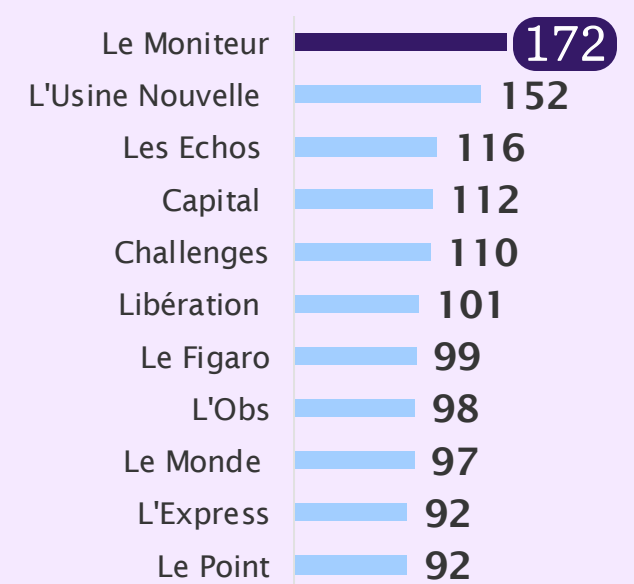
## N°1 ★ AFFINITY INDEX FOR TOP executives & managers<sup>(1)</sup>



## N°1 ★ AFFINITY INDEX FOR TOP managers<sup>(2)</sup>



## N°1 ★ AFFINITY INDEX FOR on VSEs / SMEs<sup>(3)</sup>



Source: One Next Influence - 2021

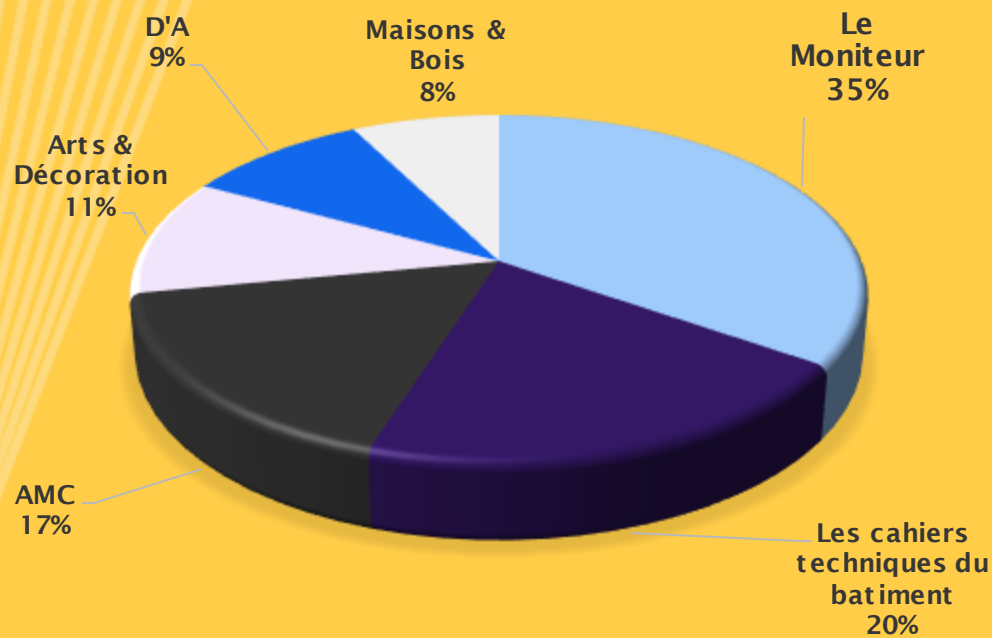
(1) Executives, Managers and Professionals -

(2) Managers of VSEs / SMEs / Large Companies

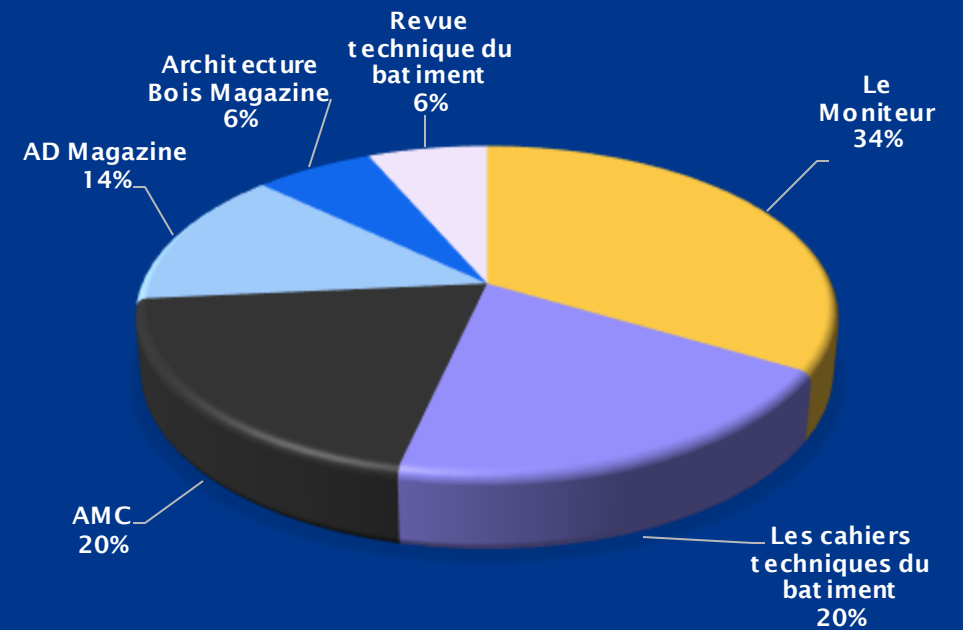
(3) Executives and managers of very small companies / SMEs

# Le Moniteur : the benchmark in its sector

### Media consulted by project managers



### Media consulted by project owners







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**LET'S KEEP IN TOUCH!**