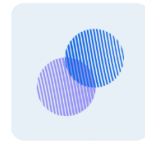


The reference medium for building and civil engineering professionals



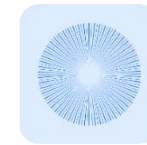
101K

Unique Visitors/
month ⁽¹⁾



235K

intentional e-mails
target craftsmen



120 000

readers



40 000

copies
distributed with each
issue

Building materials

100% structural work

Digital

Paint

Heating

Labour law

100% water and
energy

100% second work

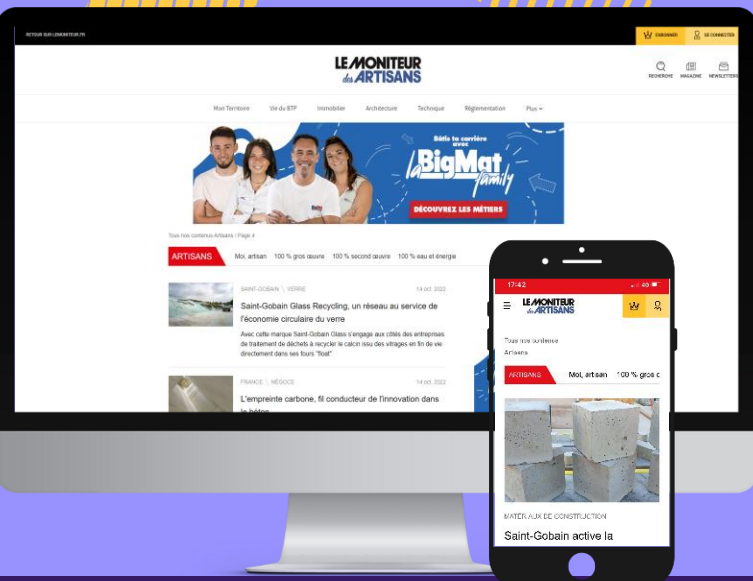
Air conditioning and piping

Housing

Coverage

Real estate

Energy renovation



Source:
(1) AT Internet March 2022

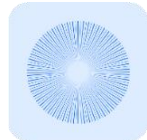
An expert and recognised editorial team in the building and civil engineering sector



Pierre PICHERE
Editor-in-Chief



Maya PIC
Journalist and Head of Section



Catherine JUNG ERNENWEIN
Journalist - Head of Product Section



LE MONITEUR
des **ARTISANS**



The reference source of information for craftsmen :

- ▶ Every day, Le Moniteur des Artisans **accompanies craftsmen and highlights their achievements and projects through several channels** (a magazine, a thematic channel, three newsletters)
- ▶ **Journalists mobilised in the field to tackle local issues:**
 - Involved artisans who share their know-how and good practices
 - Experts intervening to confront their vision with that of the craftsmen

Le Moniteur des Artisans: a popular source of source of information

LE MONITEUR
des **ARTISANS**



86%

of Moniteur des Artisans readers say that that the magazine **informs them about innovations and news in the sector**

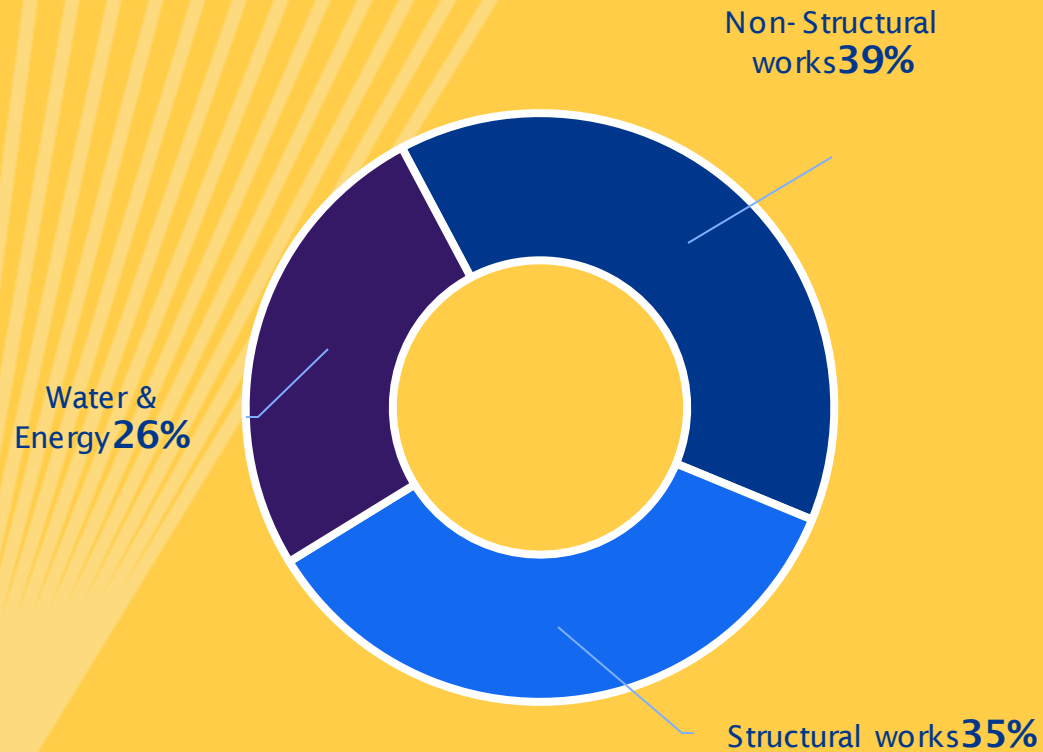


78%

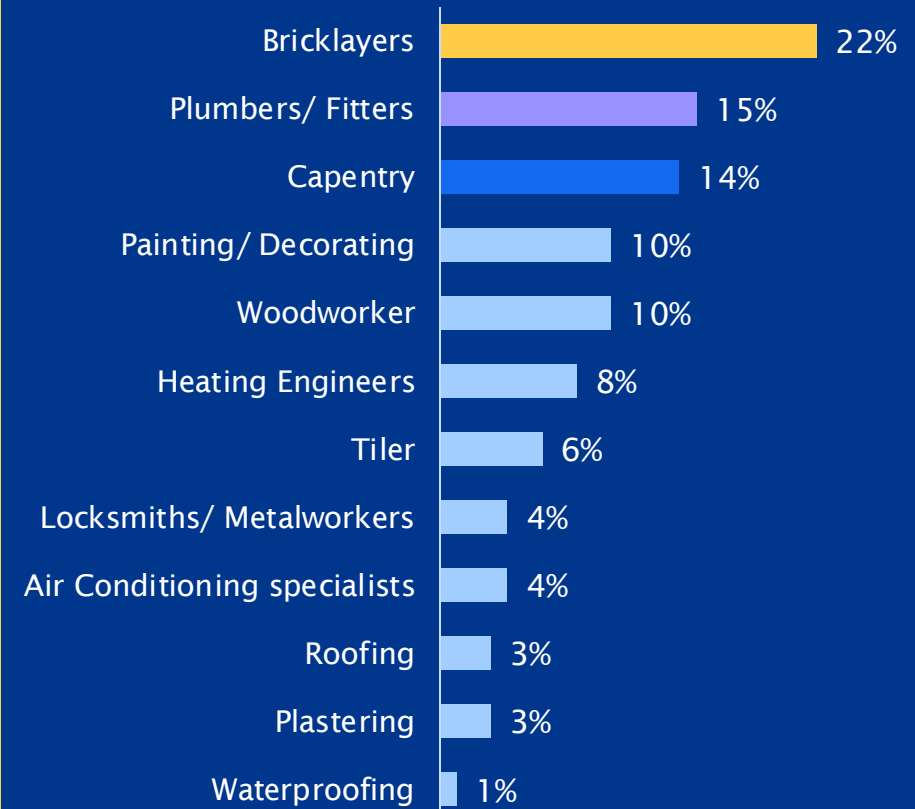
of readers consider that that Le Moniteur des Artisans allows them to **discover products or techniques they were not familiar with**

Readership profile of the brand Le Moniteur des artisans

Sectors of activity :



Function





Craft enterprises are...



1,360,000 trade companies in France



Of which **557,306** are small businesses with less than 20 employees



+86.4 bn € turnover generated in the sector each year



60% of the total annual turnover of the French construction industry



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LET'S KEEP IN TOUCH!