

Le Matin Bleu



Launched in October 2005, *Le Matin Bleu* is distributed Monday through Friday in all of Swiss-French Switzerland. Its tabloid format provides concise and complete international, national and local news. With its complete event guide section, it attracts an urban, young and active audience.

General information

Web site : www.lematinbleu.ch

Frequency : Daily

Circulation : 230'873 (Source: REMP 2008)

Readership : 524'000 (Source: MACH Basic 2008 II)

Director : Théo Bouchat

Chief editor : Tristan Cerf

Address

Le Matin Bleu

33, avenue de la Gare

CH - 1001 Lausanne

Phone +41 (0)21 349 80 00

Fax +41 (0)21 349 80 01

Address mail : lematinbleu@edipresse.ch

Address URL : www.lematinbleu.ch

Advertising

Publicitas Léman

4, rue Etraz

CH - 1002 Lausanne

Phone +41 (0)21 317 81 11

Fax +41 (0)21 317 80 30

Advertising URL : www.lematinbleu.ch

Subscriptions URL : www.lematinbleu.ch

Top brand home : Yes

Publié sous licence : No