



MARKET POSITION:

Alliancy.fr is a professional online magazine dedicated to IT and Digital in the business world. The objective of **Alliancy.fr** is to enable decision makers to better understand how the Digital Technologies are important and what could be their impact on the company’s strategy.

Alliancy.fr mainly targets a male audience aged between 25-34 and 50-64, mostly composed of top executives and managers.

	Alliancy.fr
Unique Visitors (per month)	30 000
Pages Viewed (per month)	85 000

Source: Analytics December 2015

WEBSITE PROFILE:

Alliancy.fr is the site where you can find the bimonthly magazine of 80 pages which compares the actors who build the digital transformation of the society and those who use it daily.

Alliancy.fr doesn’t want to deal with the latest news, but to step back about the digital trends that affect activity of companies, industries or sections of the whole economy. The website offers also a specific section called “Experience Return”, in which a company can write an article explaining the reasons of its partnership with an IT company.

ADVERTISING RATES 2018:

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TECHNICAL SPECIFICATIONS:

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