



A key Media in the French E-commerce

### **MARKET FACTS:**

**Auchan** is a retailer of food, High-Tech, electronic products (computers, photo and video, audio, DVDs), toys and video games in shops and on the Internet. **Auchan.fr** is in direct competition with traditional and web retailers.

With Auchan.fr customer can find information on their retailer, or on the loyalty program, and have an access with other website of the company.

The company offers through its website a large range of products with more than 20 category such as: High-Tech, multimedia, baby and children, toys, video games...

To promote its development, the company relies on an innovative marketing strategy and its brand, **Auchan.fr**

	<b>Auchan.fr</b>
Unique Visitors (per month)	<b>3,221,000</b>
Unique Visitors (per day)	<b>216,000</b>
Pages viewed (per month)	<b>48,868,000</b>
Time spent per UV (per month)	<b>00:17:54</b>

Source: Mediametrie NetRatings Fixe Sept 2017

### **WEBSITE CONTENT:**

6 main universes: Food, Gaming, multimedia, High Tech, DIY, Home/Garden

### **ADVERTISING RATES 2018:**



**Please contact us for all details**

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