



The Leader website in Economy

MARKET POSITION:

BFMBusiness.fr is the web support of BFM TV Economy and BFM Radio Business. The website offers permanent information for a maximal reactivity.

BFMBusiness.fr offers appreciated features, like the audio and video player which enforce this permanent link with the last news. With the creation of the observatory BFM Business, the visitors can have a unique look at the economic situation.

	BFMTV.com
Unique visitors (per month)	5,034,000

Source: Mediametrie Sept 2017

WEBSITE PROFILE:

BFMBusiness.fr is the website dedicated to economy, and offers to its viewers a permanent link with the last information.

50% of its audience it's composed of AB+, and this is the favourite website for the investors. 3 users out of 10 are investors.

ADVERTISING RATES 2018:

Format	Size	Rates
Mega Banner	728x90	78,00 €
Masthead	995x300	96,00 €
MPU	300x250	60,00 €
Newsletters	-	Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

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GCA INTERNATIONAL MEDIA SALES on 020 7730 6033
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