



The online version of the photojournalism magazine

**CORE TARGET:**

**Geo.fr** is the interactive version of the magazine **Géo**, the monthly magazine of photojournalism which brings back photos and texts which make reference from all around the world: the biggest photojournalists, the big reporters, the journey writers or the researchers collaborate to **Géo**.

It gives meaning through history and geography, and looks in reverse angle of the current events for a better knowledge of the stakes tied to the country, the people and the events that shatter them. Its core audience is comprised of ABC1, aged between 25 and 49.

	<b>Geo.fr</b>
<b>Unique Visitors (per month)</b>	386,000
<b>Unique Visitors (per day)</b>	18,000
<b>Pages viewed (per month)</b>	1,619,000
<b>Time spent per UV (per month)</b>	00:07:20

Source: Mediametrie NetRatings Fixe Sept 2017

**CONCEPT:**

**Geo.fr** proposes editorial complements to the reports of the magazine: returns of missions (interviews), portfolios with exclusive photos and links to its new specific websites, "Geo Voyageurs" which is a community of photos with 1,3 M pictures and the platform "Geo Blog de voyageurs" which gather together more than 230 traveling blogs.

The site maintains the community of the travellers and the reporters GEO: "between travellers" allows the Internet users to put on-line and to exchange photos, impressions, and recommendations.

The practical function is represented with "the help to travellers".

**Geo.fr** extends the ways of understanding the world.

**ADVERTISING RATES 2018:**

<b>Type of space</b>	<b>CPT € (ROS)</b>
Button	40 €
Mega banner	65 €
MPU	80 €
MPU expanded	95 €
Interstitial pre-home	120 €

**TECHNICAL SPECIFICATIONS:**

**CREATIVE DEADLINE:**

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Email: gca@gca-international.co.uk