



## Mobile

The mobile version of the photojournalism magazine

### **CORE TARGET:**

**Geo mobile** 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 mobile app</b>
<b>Unique Visitors (per month)</b>	169,000
<b>Unique Visitors (per month)</b>	9,000

Source: Mediametrie June 2019

### **CONCEPT:**

**Geo mobile** proposes editorial complements to the reports of the magazine: returns of missions (interviews), portfolios with exclusive photos.

The app 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 mobile** extends the ways of understanding the world.

### **ADVERTISING RATES 2019:**

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### **TECHNICAL SPECIFICATIONS:**

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### **CREATIVE DEADLINE:**

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