



Intended for professionals on the food and non food markets, innovations and concepts

MARKET POSITION:

LSA.fr is the leading website in the field of retail, distribution and consumer goods and is considered to be the benchmark site by 83% of professionals in the sector (TNS survey November 2008). **LSA.fr** is the undisputed market leader website in the French distribution and retail sector. The website mainly targets distributors and industrial professionals in the consumer goods sector (Corporate, Managers, Purchasers, Sector and Store Managers, Floor Managers, Department Managers, etc.).

	LSA.fr
Unique visitors	509 000
Impressions per Month	1 991 000
Time spend per UV	0:06:55

Mediametrie Netrating October 2015

SITE PROFILE:

LSA.fr is the online portal of the weekly magazine. It delivers a range of information and services which are available 24 hours a day; it is continuously updated throughout the day and offers accurate and exhaustive information about the retail market and mass consumption.

In 2010, **LSA.fr** improved its website: a more ergonomic and dynamic interface, new sections coming from the magazine, an easier to use search engine, more videos and pictures, a news section on the home page, etc.

LSANews is the daily newsletter sent exclusively to the magazine's subscribers. It is e-mailed to 11 200 contacts (in 2009) every evening at 6pm and summarizes the news of the day.

ADVERTISING RATES 2017:

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