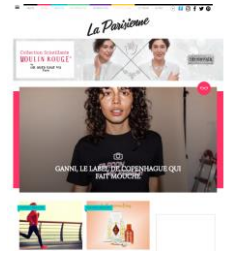


La Parisienne



MARKET POSITION:

La Parisienne.fr is the continuation of the monthly magazine La Parisienne which mainly targets working women and was launched in April 2017 by Le Parisien. This woman website reaches AB+ women aged 15-34 years old. La Parisienne.fr wants to become a mobile-minded brand and the leading women's press brand on mobile in 2018.

La Parisienne.fr enjoyed a great start (+83% UV in 3 months)

	La Parisienne.fr
Unique visitors/month	714,000
Unique visitors/day	30,000
Viewed pages/month	10.800.000

Source: Mediametrie Internet Global June 2019

EDITORIAL PROFILE:

The website is divided in many different sections: News, Style, Beauty, city map, inspiration, ...

La Parisienne gathers influencers and Parisian women with 1 digital section dedicated to influencers, 1 dedicated hashtag on social media and 1 page about a portrait in the Magazine.

The main objective of the website is to praise interactivity, coaching, energy and fun with daily fun challenges to achieve and share, a city map to provide its users the places-to-go and the good twist which provides advices in videos to adopt the trendiest looks.

ADVERTISING RATES 2019:

Type of space	CPM brut €
Banner 1000x250	34 €
Banner 1000x90	28 €

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

Please contact us for details

If you would like to receive copies, a media pack or coverage rankings, please contact
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