



MARKET POSITION:

This PURE PLAYER news website was created in 2005 by Arianna Huffington and Kenneth Lerer and bought by AOL in February 2011.

In May 2011, **the HuffPost** became the **Leading news website** in the US, overtaking the previous leader, the NY Times with 37 million visitors a month. The British version was launched in July 2011 and was followed by Spain-Italy-Québec in 2012

On January 2012, the **Huffpost** was launched in **France** in association with Le monde.

	Huffpost.fr
Unique Visitors/month	3,011,000
Unique Visitors/day	216,000
Pages Viewed (per month)	14,495,000
Time spent per UV (per month)	00:10:29

Source: Mediametrie net rating Fixe Sept 2017

EDITORIAL CONTENT:

The concept: « **BREAKING NEWS** » and special attention to list topics. The progressive editorial policy is devoted to many topics. Pictures and illustrations on every article: photographs, schemes, slideshows, videos.

Setting up of op-ed articles to let the users express their opinions on any article on the website.

There are 1,5 million followers on twitter and over 500 000 members on Facebook

ADVERTISING RATES 2018:

FORMATS	CPM € (GROSS)	SIZE
Mega Banner	30 €	1000 x 90
MPU	35 €	300 x 250
Button	10 €	300 x 60

TECHNICAL SPECIFICATIONS:

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