



Mobile

French App for News

MARKET POSITION:

Le Point.fr Mobile is the continuation of the Leading French weekly newspaper for High Incomes.

Le Point.fr Mobile mainly targets an AB+ male audience composed of decision makers with high incomes.

	Le Point.fr mobile
Unique visitors (per month) Mediametrie Net Rating mobile Sept 2017	4,686,000
Unique Visitors (per day)	405,000

Le Point.fr benefits from an editorial team composed of experts which offers daily news information in real-time.

The content is divided into 3 main sections:

- News (Politic, International, Society...)
- Economy (Money, Stock Market, Real estate...)
- Lifestyle (Automobile, Culture, Wine...)

On the application, users can interact on articles, contribute to edit them and make comments about the news.

ADVERTISING RATES 2018:

Please contacts us

TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk