

# L'Opinion .fr

The new "liberal" and "ProBusiness" online newspaper

## **MARKET POSITION:**

**L'Opinion.fr** is a digital media with a daily paper extension.

**L'Opinion.fr** gives priority to digital mobile (tablet and smartphone) to respond to the immediacy of information.

**L'Opinion.fr** targets mainly a male audience (87%) composed by the actors of the society and the economy: CEOs, senior managers, the French abroad, investors and political. The new title employs 26 journalists and many reputed experts in their fields.

	<b>L'Opinion.fr</b>
<b>Unique Visitors (per month)</b>	722,000
<b>Pages Viewed</b>	2,600,000

Source: Google Analytics January 2017

## **EDITORIAL PROFILE:**

Liberal, pro-business, European, Involve and open-minded, **L'Opinion.fr** offers to share information, its analyses, surveys, its editorials, his views on the political, economic and international actuality. The goal is that everyone can build his own point of view and make an opinion.

## **ADVERTISING RATES 2018:**

<b>Format on Home Page</b>	<b>Gross CPM</b>	<b>Size mm</b>
Mega-banner	50 €	728 x 90
MPU	55 €	300 x 250
1/2 Page	70 €	300 x 600

## **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

## **COPY DEADLINE:**

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