

Slate.fr

News and analysis upscale website

MARKET POSITION:

Slate.com has been launched in the USA, in 1966, asserting itself as a “Daily Magazine on the Web”. The website, which is the property of the Washington Post, has become a reference. The French version of Slate was launched in February 2009 by Jean-Marie Colombani (former editor in chief of Le Monde between 1994 and 2007) and other well-known French journalists and opinion leaders in France.

Slate.fr gives analysis and comments on politics, economics, current affairs, technology and culture through a liberal positioning. It targets a demanded audience: Upper middle class men aged between 25 and 49.

Slate.fr is strengthening its position in 2010, with more than 1 million unique visitors.

	Slate.fr
Unique Visitors (per month)	901,000
Unique Visitors (per day)	51,000
Pages Viewed (per month)	3,060,000
Time spent per UV (per month)	0:08:35

Source: Mediametrie NetRatings Fixe Sept 2017

EDITORIAL PROFILE:

Slate.fr offers a free access to analysis, topics, comments, explanations, links selection, photographs, drawings and videos which enhance current affairs and society daily life.

Slate.fr has a dedicated editorial staff of 6 editors and permanent journalists. It has a network of more than 100 commentators, correspondents and referent experts. Among them: Thomas Legrand, France Inter political columnist; Jean-François Copé, French deputy or Nicolas de Rabaudy, gastronomic critic. The time spent on the website is high: 1mn 02 per page, which gives a large advertising exposure.

In February 2011, Slate is launching a website dedicated to Africa (SlateAfrique.com)

ADVERTISING RATES 2018:

Position	Size	Gross CPM
Mega Banner	728 x 90	60 €
MPU	300 x 250	40 €
Expand MPU	600 x 250	60 €

TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

Please contact us for all details