

# Télérama.fr

The website of the French weekly “multi-cultural” magazine

## MARKET POSITION:

**Télérama.fr** is the website of the well-known French “multi-cultural” magazine. **Télérama** is the only cultural weekly which has a readership mostly composed of executives with high incomes (44% of AB+). 30% of **Télérama** readers have Net annual household revenues over 48,000 €; and more than 15% have Net annual household revenues over 60,000 €.

**Télérama.fr** has reached a mixed audience with 57, 3% men and 42, 7% women. The main target audience is aged from 25 to 34 (24,5%). 30,5% of the target audience live in Paris and surroundings.

	Telerama.fr
Unique Visitors (per month)	1,096,000
Unique Visitors (per day)	87,000
Pages Viewed (per month)	14,519,000
Time spent per UV (per month)	0:24:41

Source: Mediametrie NetRatings Fixe Sept 2017

## CONCEPT:

**Télérama.fr** is a website that deals with political, business, national and international news through culture (cinema, music, books, dance, theatre, design, art, television program, radio, IT...). Its success can be explained by the way that the journalists and graphic designers try with creativity to put in the editorial some well-known and unknown cultural events.

**Télérama.fr** is also available on iPhone applications. (TV programs, Push notifications, researches, etc.).

## ADVERTISING RATES 2018:

FORMATS	CPM € (GROSS)	SIZE
Mega Banner	35 €	728 x 90
MPU	40 €	300 x 250
Mega Banner expand	40 €	728 x 400
½ Page	60 €	260 x 360

## 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  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)