



Targeting insurance professionals, institutions,
mutual and distribution networks

MARKET POSITION:

argusdelassurance.com is the leading website of the French publication **L'Argus**. With a 100% professional readership, this business magazine is the most cost-effective way to reach the key decision-makers in the insurance industry. The website is a market leader in the French insurance sector.

	argusdelassurance.com
Unique visitors	308 489
Impressions	897 123

Source: Xiti Oct 2013

EDITORIAL PROFILE:

argusdelassurance.com develops information on a continued monitoring and real-time basis. An e-newsletter is sent every morning to people working in the insurance sector.

argusdelassurance.com is presented in a classical style and supplies specialised information for a targeted audience. However, the website covers a large range of insurance professionals. The editorial content is written by 41 journalists.

argusdelassurance.com provides news and key indicators of the insurance industry: life, home and car insurance, risk management for technical advisers, brokers and insurance experts.

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