



The leading IT Portal in France

### **MARKET FACTS:**

Although slow to originally catch on, the French web surfer is now becoming an ardent convert and the Internet universe in France has risen to over 42 375 000 (Nielsen Net Ratings). **01net.com** is the IT reference site in France, appealing to both the general public and IT decision makers alike. It is not just a site, however: it serves as a portal by offering a wealth of information and services on the world of IT and new technologies. 3,352,000 of the unique visitors are 25-49 years old. and 2,116,000 are CSP+.

	<b>01net.com</b>
<b>Unique visitors (per month)</b>	<b>2,473,000</b>
<b>Unique visitors (per week)</b>	<b>868,000</b>
<b>Unique visitors (per day)</b>	<b>140,000</b>
<b>Page views (per month)</b>	<b>0:16:33</b>
<b>Time spent per visit (per month)</b>	

Source: Mediametrie Netratings Fixe June 2020

### **WEBSITE CONTENT:**

The site's simple format facilitates information gathering, purchasing or questioning, as well as offering a reference to aid the user in making IT purchases. It prides itself on having an ethical editorial policy and a reputation for clear, accurate information. **01net.com** offers up-to-date information for IT decision makers and consumers as well as key services such as downloads and product comparisons. It provides something for everybody interested in IT: news, interviews, enterprise info, market trends, coverage of exhibitions, a downloading platform, employment, details on sites and surfing, as well as a host of information on products which will enable the consumer and IT professional to make decisions with confidence. **01net.com** will continue to grow rapidly, with a strong promotional campaign, and its relevance as a media form in synergy with the leading IT press group will ensure the success of its future development. According to IPSOS IT 2010, **01net.com** reaches 406 000 IT decision-makers every month, making it the leading IT press portal in France for IT professionals. Since March 2011, **01Net Entreprises** is the business section of 01Net.com. It is a dedicated channel for IT professionals. 20 high-tech journalists work exclusively on **01Net Entreprises** to deliver high-quality content and give all the answers to IT decision makers

### **ADVERTISING RATES 2020:**

Please contact us.

If you would like to receive copies, a media pack or further information, please contact  
GCA INTERNATIONAL MEDIA SALES on 020 7730 6033  
gca@gca-international.co.uk