

## The Media Brand for urban workers



### **MARKET OVERVIEW:**

20Minutes.fr is the online support of the free newspaper 20 Minutes, which is the leading French news brand.

The objective of 20Minutes.fr is, via more than 100 journalists, to follow the international, national and local news 24/7, 365 days a year. 20Minutes.fr wants to give the latest breaking news to its users.

To ensure that 20minutes is always at the forefront of breaking news, 20Minutes owns 12 regional reaction offices in France and for the international news, one office in Los Angeles. These offices are formed by experts in various different fields: Economy, Sport, Culture, ...

	<b>20 Minutes.fr</b>
<b>Unique Visitors (per month)</b>	4,723,000
<b>Unique visitors (per week)</b>	1,961,000
<b>Unique visitors (per day)</b>	347,000
<b>Page viewed (per month)</b>	66,287,000
<b>Time spent (average)</b>	0:20:24

*Source: Mediametrie NetRatings  
Fixe June 2020*

### **PROFILE & CONTENT:**

20Minutes.fr is made up of several different sections such as News, Economy, Cinema, Fashion, people,...

With all these different sections, 20Minutes.fr allows its users to not only follow the latest news on their chosen topics but also includes leisure sections where users can access games or read their horoscope.

The audience of 20Minutes.fr (5,356,000 unique visitors per month) is very broad with 41% of the audience aged between 15-35yrs, only 39% of AB+ and a good mix of Men and Women (52% of Men).

### **ADVERTISING RATES 2020:**

**Please contact us for all details**

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details

### **CREATIVE DEADLINE:**

Please contact us for all details