

# "atlantico

Mobile



## **MARKET POSITION:**

**Atlantico mobile** is a French pure player news app. The website **Atlantico.fr** is inspired by the American websites *The Huffington Post* and *The Daily Beast*. The site gave itself the objective of reaching 600,000 unique visitors per month in a year. In May 2011, he recorded one million unique visitors, significantly ahead of its forecasts. Similarly, a year after its launch, the site announced an audience of 1.168 million unique users. In July 2012, **Atlantico** achieves a new audience record with 1,258,000 unique visitors (source: Médiamétrie - Netratings) making him the first pure-play independent France. In addition, in October 2012, he was among the most active sites on Google News ranked established by the agency "Résonéo" published by the "Journal du Net".

	<b>Atlantico Mobile</b>
<b>Unique visitors (per Month)</b>	703,000
<b>Unique visitors (per week)</b>	220,000
<b>Unique visitors (per day)</b>	35,000

Mediametrie Net Rating mobile June 2020

## **EDITORIAL PROFILE:**

**Atlantico mobile** has the ambition to deliver quick access and quality information through his platform for pressed mobile users. **Atlantico** is based on more than 1,000 French and international sources mapped on the web. The app is designed for quick access to key information. There are different categories on the app to guide the user: "la une", "les pépites", "décryptage", "les plus lus", "atlantico light".

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