



BTOBMARKETERS.FR

Made by real CMO for real CMO !

*The only French website which actually gives practical advice to CMO
On how to manage their digital marketing better*

MARKET FACTS:

Launched in 2012, BtoBmarketers.fr aims at marketing professionals that want to increase their knowledge in digital Marketing and be aware of the new approaches and technologies available. It is the only French website in the market for B2B marketing professionals. It provides insights on digital marketing, advertising approaches and how to properly use social media.

	<i>Btobemarketers.fr</i>
➤ UV	41 000
➤ Impressions	98 000
➤ Newsletter subscribers	10 500

Publisher's figure. September 2014

WEBSITE PROFILE:

The website is divided in 9 sections:

- Lead gen
- Social media
- Content Marketing
- SEM
- Emailing
- Big Data
- PUB
- Mobile
- Livres Blancs

ADVERTISING RATES 2018:

Formats	Rate
BANNER / LEADERBOARD / MPU	55 € (Gross CPM)

Nb of daily newsletter(s)/campaign : <small>(For information on special packs please contact us.)</small>	Unit flat rate :
1	1500 €
2	1250 €
3	1000 €

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 further information, please contact
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