



The up-market website concerning Economy and Finance

MARKET POSITION:

Elected Business Magazine of year 2010 by its peers (SPMI awarded in 2010), **Challenges** continues its healthy growth and accelerates its development with a more modern, more reactive and more dynamic version: its website **challenges.fr**.

Following the example of **Challenges** magazine, **challenges.fr** has become one of the economic websites of reference for the up-market modern, urban and consumer man.

	Challenges.fr
Unique Visitors (per month)	949,000
Unique Visitors (per week)	271,000
Unique Visitors (per day)	41,000
Pages viewed (per month)	2,627,368
Average time spent	0:09:00

Source: Mediametrie NetRatings Fixe June 2020

WEBSITE CONTENT:

Challenges.fr offers daily news on the economy in real-time. It contains 3 main topics:

- Business: a real time overview of the economy, strategic news of companies and privileged information.
- Finance: an exhaustive information (indexes, bonds, warrants), a real-time information about international Stock Exchanges, the possibility to follow a stock portfolio in real time and a lot of advice of our experts concerning the Stock Exchange and investing leverages (a real estate, art, SME, etc.).
- Life style: cars, IT, fashion and all the trends of the up-market consumption.

ADVERTISING RATES 2018:

Format	Price CPT (€)	Size (mm)
MPU	55	300 x 250
Expand MPU	70	300 x 600
Leaderboard	50	728 x 90
Skyscraper	50	120 x 600 / 160 x 600
Footer	130	728 x 40 / 728 x 500
Corner	100	600 x 90 / 1000 x 563 or 1000 x 750

TECHNICAL SPECIFICATIONS:

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