



Direct Matin Mobile
French App for daily News

MARKET POSITION:

Direct Matin Mobile is the continuation of the number 3 French free daily newspaper which talk about local, national and international news.

Direct Matin Mobile mainly targets a young and urban AB+ audience.

	Direct Matin mobile
Unique visitors (per month)	332,000

Mediametrie Net Rating mobile January 2017

EDITORIAL PROFILE:

Direct Matin Mobile uses the editorial line of the daily, focusing on information with pictures and videos.

The application delivers local, national and international information about a large range of topics (France, World, Politics, Sport, Culture...) and user can also obtain a paper version (PDF) by selecting a region.

Furthermore, **Direct Matin Mobile** is composed of other specific sections like Meteo, Horoscope, Videos and Replay.

ADVERTISING RATES 2018:

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TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

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