



International news website in 3 languages

**MARKET POSITION:**

**France24.com** is a true news hub that covers international current events from a French perspective and to convey French values throughout the world. It offers opinion leaders the news they want, where they want it and how they want it, with a site that is 100% interactive. The website is available in 3 languages: French, English and Arabic, and competing with BBC.co.uk or CNN.com.

On the cutting edge of technology, **France24.com** offers premium high-impact advertising opportunities adapted to client's individual needs. Advertising on **France24.com** brings the opportunity to reach an upmarket target audience, consisting of influential opinion leaders in key sectors (professional, economic, political and media) with a high level of disposable income.

Hot news: The traffic of **France24.com** broke a new record of 14 million visits in March 2011 when political crisis in Africa and earthquake in Japan hit the headlines.

	France24.com	
	Desktop	Mobile
Unique Navigators (per month) *	3,400,000	1,200,000
Page views (per month) *	10,500,000	18,600,000

*\*ComScore Digital Analytix, June 2015, web & apps/mobile audience*

**EDITORIAL PROFILE:**

**France24.com** mission is to provide keys to understanding ever more complex events through in-depth analysis. It puts also culture at the forefront of its programming. The goal is to offer coverage of world current events from a new international perspective, built on cultural diversity and universal values.

The home page proposes a large range of thematic sections: France, Africa, Middle East, Europe, Americas, Asia & the Pacific, top stories, observers, sport, culture, health, earth, reportages, TV shows and weather.

The website is 100% interactive with TV channel available in live streaming, 200 new videos each day, newsletter alerts, quiz on Facebook, breaking news headline, etc. **France24.com** is also available on Smartphone thanks to a free and worldwide application. With 600.000 page views a month, this application offers specific advertising spaces on mobile.

**ADVERTISING RATES 2015:**

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