



The online version of the photojournalism magazine

CORE TARGET:

Geo.fr is the interactive version of the magazine **Géo**, the monthly magazine of photojournalism which brings back photos and texts which make reference from all around the world: the biggest photojournalists, the big reporters, the journey writers or the researchers collaborate to **Géo**.

It gives meaning through history and geography, and looks in reverse angle of the current events for a better knowledge of the stakes tied to the country, the people and the events that shatter them. Its core audience is comprised of ABC1, aged between 25 and 49.

	Geo.fr
Unique Visitors (per month)	406,000
Unique Visitors (per week)	144,000
Unique Visitors (per day)	25,000
Pages viewed (per month)	3,470,111
Time spent per UV (per month)	00:07:20

Source: Mediametrie NetRatings Fixe June 2020

CONCEPT:

Geo.fr proposes editorial complements to the reports of the magazine: returns of missions (interviews), portfolios with exclusive photos and links to its new specific websites, "Geo Voyageurs" which is a community of photos with 1,3 M pictures and the platform "Geo Blog de voyageurs" which gather together more than 230 traveling blogs.

The site maintains the community of the travellers and the reporters GEO: "between travellers" allows the Internet users to put on-line and to exchange photos, impressions, and recommendations.

The practical function is represented with "the help to travellers".

Geo.fr extends the ways of understanding the world.

ADVERTISING RATES 2020:

Type of space	CPT € (ROS)
Button	40 €
Mega banner	65 €
MPU	80 €
MPU expanded	95 €
Interstitial pre-home	120 €

TECHNICAL SPECIFICATIONS:

CREATIVE DEADLINE:

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