

ITforBUSINESS

Strategy and management of the information systems

“The Informative and unique Brand on the IT Market”

MARKET FACTS:

Launched on January 2014, *IT For Business.fr* is a new website aimed at IT professionals. 20 Hi-Tech journalists work exclusively on *IT For Business* to deliver high-quality content and give all the answers to IT decision makers' questions.

	<i>IT For Business.fr</i>
Unique Visitors (per month)	10,674
Impressions (per month)	18,504

Google Analytics May 2017

WEBSITE PROFILE:

IT For Business.fr offers a wide range of information to decision makers separated in five axes:

- News: news and trends in the sector
- Leaders: articles on well-known people of the IT ecosystem
- Thematic: access to the information on specific themes (Cloud computing, Security, Mobility, Servers, Software, Big data...)
- Services: books, laws, agenda, newsletter
- Online Shop: article purchase, magazine purchase, subscription

ADVERTISING RATES 2018:

Formats	Week	Month	SIZE
Maxi Leaderboard	2 000 €	7200 €	960 x 90
Leaderboard	1 700 €	6100 €	728 x 90
MPU	2 200 €	7900 €	300 x 250
Double MPU	2 900 €	10 500 €	300 x 500
Banner	1 300 €	4 700 €	468 x 60
Wallpaper	2 500 €	9 000 €	-

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

Please contact us for details

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