

l'Opinion.fr

The new "liberal" and "ProBusiness" online newspaper

MARKET POSITION:

L'Opinion.fr is a digital media with a daily paper extension.

L'Opinion.fr gives priority to digital mobile (tablet and smartphone) to respond to the immediacy of information.

L'Opinion.fr targets mainly a male audience (87%) composed by the actors of the society and the economy: CEOs, senior managers, the French abroad, investors and political. The new title employs 26 journalists and many reputed experts in their fields.

	L'Opinion.fr
Unique Visitors (per month)	262,000
Unique Visitors (per week)	98,000
Unique Visitors (per day)	17,000
Pages Viewed	2,600,000

Source: Google Analytics June 2020

EDITORIAL PROFILE:

Liberal, pro-business, European, Involve and open-minded, **L'Opinion.fr** offers to share information, its analyses, surveys, its editorials, his views on the political, economic and international actuality. The goal is that everyone can build his own point of view and make an opinion.

ADVERTISING RATES 2020:

Format on Home Page	Gross CPM	Size mm
Mega-banner	50 €	728 x 90
MPU	55 €	300 x 250
1/2 Page	70 €	300 x 600

TECHNICAL SPECIFICATIONS:

Please contact us for details.

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