

MARKET FACTS:

Although slow to originally catch on, the French web surfer is now becoming an ardent convert and the Internet universe in France has risen to over 44 800 000 (Médiamétrie net ratings). **L'USINE DIGITALE** is the reference website in France for IT environment in the industry, appealing to IT decision makers alike. This website enables the professionals to be updated on all of the digital subjects, and enable them to get inspired by the best numerical practices.

	www.usine-digitale.fr
Unique visitors (per month)	700.000
Page views (per month)	1.500.000

Source: Xiti 2015

WEBSITE CONTENT:

L'Usine Digitale is the website of the numerical transformation, this website describes the new way to work with these digital practices, describes the strategies of big numerical actors, the situation of the market, and diverse subject as digital HR, fintech, big data, cyber security, connected object or artificial intelligence which provides a complete view of the digital world. It also serves as a true network of professionals, it has a recruitment section, the website offers also a range of digital solutions, and **L'USINE DIGITALE** organizes professional events in order to assist the evolution of the Digital environment in France. The unique visitors audience is composed of 82.7% (578.900) by executive and managers and 61% (427.000) are IT decision makers.

ADVERTISING RATES 2017 in Euros:

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