

La Parisienne

MOBILE



MARKET POSITION:

La Parisienne is the 1st woman mobile minded brand.

La Parisienne.fr is the continuation of the monthly magazine La Parisienne which mainly targets working women and was launched in April 2017 by Le Parisien.

This woman website reaches AB+ women aged 25-49 years old. La Parisienne.fr wants to become a mobile-minded brand and the leading women's press brand on mobile in 2018.

2/3 of visits, pages and digital interactions are on mobile.

La Parisienne is the No 2 of women's magazine on mobile.

La Parisienne.fr enjoyed a great start (+83% UV in 3 months)

MOBILE PROFILE

	La Parisienne Mobile
Unique visitors/month	1,675,000
Unique visitors/day	95,000

Mediametrie Net Rating mobile June 2019

EDITORIAL PROFILE:

The website is divided in many different sections: News, Style, Beauty, city map, inspiration, ...

The main objective of the website is to praise interactivity, coaching, energy and fun with daily fun challenges to achieve and share, a city map to provide its users the places-to-go and the good twist which provides advices in videos to adopt the trendiest looks. The contents are created to match perfectly with mobile use.

ADVERTISING RATES 2019:

Please contact us for details

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

3 weeks prior to issue date.