



Mobile

App of the French Financial Daily Newspaper

MARKET FACTS:

Although originally slow to catch on, the French web surfer is now becoming an ardent convert and at the current time there are 18.4 million Internet users in France. Currently, over 30% of French web surfers are prepared to purchase on line and it is certain that this number will grow dramatically over the next year. However with connection charges dropping to some of the cheapest in Europe this tradition is expected to establish itself on the Internet.

	LaTribune.fr mobile
Unique Visitors (per month)	1,275,000
Unique Visitors (per week)	418,000
Unique visitors (per day)	67,000

Mediametrie Net Rating mobile June 2020

SITE PROFILE:

La Tribune.fr mobile features the daily news, all the vital information on the stock market, news on the business world, technology, La Tribune supplements, and exhibitions. It provides a complete on-line guide to the financial world. *La Tribune.fr* visitors are mostly male, with 45% of all users aged between 20 and 35. This is an audience with high purchasing power, 36% have over 60,000€ annual disposable income. 50% of the audience is from Paris or the Ile de France area, which shows the site, has some reach in other areas of France. The audience is largely composed of executive users with a financial background. Nearly 78% of these users say that they are interested in finance, banking and insurance sectors. *La Tribune.fr* has an audience which is active on the Internet, especially in comparison to its major competitor Echos.fr. 43.4% of *La Tribune.fr* visitors manage stock market portfolios on the Internet compared to Echos.fr 33.4%, *La Tribune.fr* visitors are more partial to financial news (66% against 59.5%) and economic news (76.1% against 71.9%). *La Tribune.fr* users tend to stay on for approximately 11 minutes.

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