



MOBILE



MARKET POSITION:

Le Parisien.fr mobile is the continuation of the first daily generalist news title covering the Paris region. The audience is mainly comprised of AB+ readers, aged between 25 and 49 years old. With an outstanding progression of the number of its unique visitors during the last year, *Le Parisien.fr application* is now ranked among the top News websites.

MOBILE PROFILE

	Le Parisien Mobile
Unique visitors/month	13,965,000
Unique visitors/week	6,196,000
Unique visitors/day	1,126,000

Mediametrie Net Rating mobile June 2020

EDITORIAL PROFILE:

Le parisien.fr mobile uses the editorial line of the daily, focusing on information, services, proximity and interactivity with the web user.

The application delivers local information dedicated to Paris and its area, but also offers international, regional and national information in real time.

A true interactivity exists between the daily and its application with videos, articles and pictures that complement each other. The application also deals with News and covers major society issues that concern and interest French people. Besides, *Le parisien.fr mobile* has a number of sections devoted to particular areas such as Politics, Economy and Sport.

ADVERTISING RATES 2020:

Please contact us for details

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

3 weeks prior to issue date.

If you would like to receive copies, a media pack or coverage rankings, please contact
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