



A French participative news website

**MARKET POSITION:**

**Rue89** is a pure player. It was created by former journalists of Liberation in 2007 and was bought by the Perdiel Group (le nouvel Obs group) in 2011. According to the panel Mediametrie-NetRatings Rue89 was ranked 10<sup>th</sup> among French news websites in 2008 (just one year after its creation). Since 2011 Rue89 has also apps on iPad and iPhone.

	<b>Rue89</b>
<b>Unique Visitors (per month)</b>	443,000

Source: Mediametrie Netratings Fixe January 2017

**WEBSITE PROFILE:**

**Rue89** is a website dedicated to general information with a participative approach based on 3 pillars: an editorial team, experts and web users. Rue89 is divided in 6 sections: Rue89Eco (economy), Rue89 Planete (ecology), Rue89sports, Rue89politics, Rues89culture and Rue69 (sexe). The main audience of Rue89 are men (58%) between 25-49 years old. Typical readers of Rue89 are urban, rather wealthy and influential men with good education who want to deepen current burning issues.

**ADVERTISING RATES 2018:**

<b>Format</b>	<b>CPM €</b>	<b>Size</b>
Leaderboard	50 €	728 x 90
Leaderboard expand	50 €	728 x 180
MPU	55 €	300 x 250

**TECHNICAL SPECIFICATIONS:**  
**DEADLINE:**

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**CREATIVE**

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