

# Slate.fr

News and analysis upscale website

## **MARKET POSITION:**

**Slate.com** has been launched in the USA, in 1966, asserting itself as a “Daily Magazine on the Web”. The website, which is the property of the Washington Post, has become a reference. The French version of Slate was launched in February 2009 by Jean-Marie Colombani (former editor in chief of Le Monde between 1994 and 2007) and other well-known French journalists and opinion leaders in France.

**Slate.fr** gives analysis and comments on politics, economics, current affairs, technology and culture through a liberal positioning. It targets a demanded audience: Upper middle class men aged between 25 and 49.

**Slate.fr** is strengthening its position in 2010, with more than 1 million unique visitors.

	<b>Slate.fr</b>
<b>Unique Visitors (per month)</b>	821,000
<b>Unique Visitors (per day)</b>	40,000
<b>Pages Viewed (per month)</b>	3,060,000
<b>Time spent per UV (per month)</b>	0:08:35

Source: Mediametrie NetRatings Fixe June 2019

## **EDITORIAL PROFILE:**

**Slate.fr** offers a free access to analysis, topics, comments, explanations, links selection, photographs, drawings and videos which enhance current affairs and society daily life.

**Slate.fr** has a dedicated editorial staff of 6 editors and permanent journalists. It has a network of more than 100 commentators, correspondents and referent experts. Among them: Thomas Legrand, France Inter political columnist; Jean-François Copé, French deputy or Nicolas de Rabaudy, gastronomic critic. The time spent on the website is high: 1mn 02 per page, which gives a large advertising exposure.

In February 2011, Slate is launching a website dedicated to Africa (SlateAfrique.com)

## **ADVERTISING RATES 2019:**

<b>Position</b>	<b>Size</b>	<b>Gross CPM</b>
Mega Banner	728 x 90	60 €
MPU	300 x 250	40 €
Expand MPU	600 x 250	60 €

## **TECHNICAL SPECIFICATIONS:**

Please contacts us for details

## **CREATIVE DEADLINE:**

Please contact us for all details