



Targeting insurance professionals, institutions, mutual and distribution networks

**MARKET POSITION:**

**argusdelassurance.com** is the leading website of the French publication **L'Argus**. With a 100% professional readership, this business magazine is the most cost-effective way to reach the key decision-makers in the insurance industry. The website is a market leader in the French insurance sector.

	<b>argusdelassurance.com</b>
<b>Unique visitors</b>	891,000
<b>Impressions</b>	12,613,000
<b>Time spent per visit</b>	0:07:28

Source: Nielsen Net Ratings March 2011

**EDITORIAL PROFILE:**

**argusdelassurance.com** develops information on a continued monitoring and real-time basis. An e-newsletter is sent every morning to people working in the insurance sector.

**argusdelassurance.com** is presented in a classical style and supplies specialised information for a targeted audience. However, the website covers a large range of insurance professionals. The editorial content is written by 41 journalists.

**argusdelassurance.com** provides news and key indicators of the insurance industry: life, home and car insurance, risk management for technical advisers, brokers and insurance experts.

**TECHNICAL SPECIFICATIONS:**

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