



The online version of the photojournalism magazine

CORE TARGET:

Geo.fr is the interactive version of the magazine **Géo**, the monthly magazine of photojournalism which brings back photos and texts which make reference from all around the world: the biggest photojournalists, the big reporters, the journey writers or the researchers collaborate to **Géo**.

It gives meaning through history and geography, and looks in reverse angle of the current events for a better knowledge of the stakes tied to the country, the people and the events that shatter them. Its core audience is comprised of ABC1, aged between 25 and 49.

	Geo.fr
Unique Visitors	733,000
Impressions	15,925,000
Time spend per month per UV	0:07:57

Source: Nielsen Net Ratings March 2011

CONCEPT:

Geo.fr proposes editorial complements to the reports of the magazine: returns of missions (interviews), portfolios with exclusive photos.

The site maintains the community of the travellers and the reporters GEO: "between travellers" allows the Internet users to put on-line and to exchange photos, impressions, and recommendations.

The practical function is represented with "the help to travellers".

Geo.fr extends the ways of understanding the world.

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

Please contacts us for details

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