



Intended for professionals on the food and non food markets, innovations and concepts

**MARKET POSITION:**

**LSA.fr** is the leading website in the field of retail, distribution and consumer goods and is considered to be the benchmark site by 83% of professionals in the sector (TNS survey November 2008). **LSA.fr** is the undisputed market leader website in the French distribution and retail sector. The website mainly targets distributors and industrial professionals in the consumer goods sector (Corporate, Managers, Purchasers, Sector and Store Managers, Floor Managers, Department Managers, etc.).

	<b>LSA.fr</b>
<b>Impressions per Month</b>	794 576
<b>Unique visitors</b>	251 480

(Source: Publisher stats January 2011)

**SITE PROFILE:**

**LSA.fr** is the online portal of the weekly magazine. It delivers a range of information and services which are available 24 hours a day; it is continuously updated throughout the day and offers accurate and exhaustive information about the retail market and mass consumption.

In 2010, **LSA.fr** improved its website: a more ergonomic and dynamic interface, new sections coming from the magazine, an easier to use search engine, more videos and pictures, a news section on the home page, etc.

**LSANews** is the daily newsletter sent exclusively to the magazine's subscribers. It is e-mailed to 11 200 contacts (in 2009) every evening at 6pm and summarizes the news of the day.

**TECHNICAL SPECIFICATIONS:**

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