



Leading French website dedicated to Golf

MARKET POSITION:

Le Journal du Golf.fr is a website which provides information, news and analysis on the sport, golf champions and French golfing celebrities. The website is aimed at golf amateurs and people that have a keen interest in golf as a sport and also as a lifestyle.

The users of **Le Journal du Golf.fr** are mainly men (71 %*), under 50 years old (50 %*) and ABC+ (53 %*).

* TNS Sofres April 2008

	Journal du golf.fr
Impressions	150 000
Unique visitors	30 000
Time spent	00:07:00

*Source: Mediametrie eStat 2010

EDITORIAL PROFILE:

Le Journal du Golf.fr offers a new and refreshing vision of French golf and its journalists do not hesitate to adopt a trendy style.

The website is divided into 5 sections:

- *Accueil*: Home page which provides the latest golf news from Monday to Sunday
- *News*: Selection of articles, expert analysis and journalism covering topical events
- *Videos*: Masters, French Open, British Open, golf lessons, interviews, etc.
- *Le journal*: online magazine, games, polls, competitions calendar, etc.
- *Espace membres*: forums & debates, member participation, newsletter, etc.

TECHNICAL SPECIFICATIONS:

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