

Le Monde.fr

The French Generalist Reference Portal

MARKET POSITION:

Although originally slow to catch on, the French web surfer is now becoming an ardent convert and at the current time there are over 20 million Internet users in France, at home and at work (Mediametrie) with 6.7 million households connected. France Telecom expects to see IP data traffic triple within the next year. 41% of French web users connect to the Internet several times a day, and spend an average of 16 hours and 14 minutes on the Internet per month.

Lemonde.fr was first on-line in 1995; since 2002, it offers a subscription based full version.

WEBSITE PROFILE:

	Lemonde.fr	Les echos.fr	Leparisien.fr
Unique Visitors	6,352,000	2,428,000	5,242,000
Impressions	94,690,000	22,480,000	74,053,000
Time spend per visit	0:11:56	0:06:21	0:10:23

Source: Nielsen Net Ratings May 2011

Lemonde.fr is a genuine strong brand in terms of reliable information. Since its creation it has continued to expand and evolve and become the leading generalist reference portal boasting 7 thematic channels and a number of sections devoted to particular areas such as *business, high-tech, finance, social issues, communication, culture, sports, and shopping*. **Le Monde** website has also set ambitious targets, with a view to developing interactive television, and the opening of a site in the US. Already the leader in its field it is considered the reference point for those with an interest in any field related to la Francophonie. Throughout its growth it has continued to follow the one basic concept, editorial e-quality. The audience of **Lemonde.fr** is comprised of 63% men and 37% women with an average age of 37, 7. **Lemonde.fr** is the favourite news website for executives and senior executives and it is also ranked at the 1st place when reaching web users with a high and very high income (IPSOS FHR 07).

TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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