



The French news website of Le Parisien Daily newspaper

MARKET POSITION:

Le Parisien.fr is the continuation of the first daily generalist news title covering the Paris region. The audience is mainly comprised of AB+ readers, aged between 25 and 49 years old. With an outstanding progression of the number of its unique visitors during the last two months, **Le Parisien.fr** is now ranked among the top News websites, in 3rd place.

In 2010, links between the newspaper and the website are reinforced. The website proposes new sections and opportunities for the readers to express themselves.

	Le Parisien.fr
Unique Visitors	4,855,000
Impressions	61,423,000
Time spend per month per UV	0:09:02

Source: Nielsen Net Ratings Feb 2011

EDITORIAL PROFILE:

Le parisien.fr uses the editorial line of the daily, focusing on information, services, proximity and interactivity with the web user. 15 journalists dedicated to the website, strive to deliver very accurate and dynamic information taken from the daily and which is enriched regularly on the website.

The website delivers local information dedicated to Paris and its area, but also offers international, regional and national information in real time.

A true interactivity exists between the daily and its website with videos, articles and pictures that complement each other. The website also deals with News and covers major society issues that concern and interest French people. Besides, **Le parisien.fr** has a number of sections devoted to particular areas such as Politics, Economy and Sport.

It also offers different services to the web user such as TV and cinema programmes, a Real Estate, an employment and legal notice services as well as very handy information (Horoscope, Meteo, itinerary...)

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

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