

Le Post

All current affairs and the best from the web!

MARKET POSITION:

Lepost.fr is a website for the web users and fed by them! There is all about current affairs and trends.

Lepost.fr mainly targets young men as the audience is composed of 70, 9% of men and 29, 1% of women. Web users are between 21 and 34 years old. It mainly targets also CSP + (45, 1%).

Lepost.fr is fed daily thanks to almost 96 250 web users who posts 600 articles everyday.

	Lepost.fr
Unique Visitors	2,815,000
Impressions	19,926,000
Time spent per UV	0:05:35

Source: Nielsen Net Ratings Feb 2011

WEBSITE CONTENT:

Lepost.fr content is diversified:

- Current affairs described by Le Post editorial staff.
- Local news of main French cities : Paris, Rouen, Lille, Nantes, Bordeaux, Toulouse, Montpellier, Marseille, Nimes, Nice, Lyon.
- All topics about politics, economics, health, Medias, transports, education, environment, legal affairs, consumption, etc.
- News on your leisure: music, Internet, books, cinema, sport, TV programs, etc.
- Current events as Beijing Olympic games or US elections, etc.

TECHNICAL SPECIFICATIONS:

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