



The web site from France's leading newsmagazine

**MARKET FACTS:**

Although originally slow to catch on, the French web surfer is now becoming an ardent convert and there are over 23 million web users today (45% of French population). Currently, 29.2% or 7,3 million French households are connected. 57.5% of Nouvelobs.com web surfers purchase goods online (source: Ipsos Profiling 2003 V2). Part of the reason for this is that in France there already exists a tradition for buying online using Minitel. However with connection charges dropping to some of the cheapest in Europe this tradition is expected to establish itself on the Internet. **NouvelObs.com** was launched in 1996 and has become one of the leading web sites in France for general news information.

	<b>Nouvelobs.com</b>	<b>L'Express</b>
<b>Unique Visitors</b>	5,191,000	4,979,000
<b>Impressions</b>	63,945,000	46,611,000
<b>Time spend per month per UV</b>	0:08:01	0:05:49

Source: Nielsen March 2011

**WEBSITE PROFILE:**

**nouvelobs.com** is a genuine strong brand in terms of news and services in France. As well as providing up-to-date news throughout the day, everyday, the site also offers key services such as discussion forums, real estate, shopping and employment to name but a few. Sections of the site include *Actualité* (politics, economy, society, culture) *En Photos* (the news in images) *Opinions* (forums, editorials, debates) *Thematiques* (employment, gastronomy, travel), *Services* (email, weather, cinema listings) and *Calculettes* (housing, renting, salaries). The site provides general information and features analysed in detail by the journalists of Le Nouvel Observateur and acts as an editorial complement to the weekly print magazine. Thanks to its quality editorial, nouvelobs.com has become an authority on a number of subjects: cars, food, travel, women's issues, well being and economy (challenges.fr).

The audience is predominately male (60.1%) between the ages of 35 and 49 (31.8%).

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