

Slate.fr

News and analysis upscale website

MARKET POSITION:

Slate.com has been launched in the USA, in 1966, asserting itself as a “Daily Magazine on the Web”. The website, which is the property of the Washington Post, has become a reference. The French version of Slate was launched in February 2009 by Jean-Marie Colombani (former editor in chief of Le Monde between 1994 and 2007) and other well-known French journalists and opinion leaders in France.

Slate.fr gives analysis and comments on politics, economics, current affairs, technology and culture through a liberal positioning. It targets a demanded audience: Upper middle class men aged between 25 and 49.

Slate.fr is strengthening its position in 2010, with almost 1 million unique visitors.

	Slate.fr
Unique Visitors	798,000
Impressions	4,559,000
Time spend per month per UV	0:04:46

Source: Nielsen Net Ratings Feb 2011

EDITORIAL PROFILE:

Slate.fr offers a free access to analysis, topics, comments, explanations, links selection, photographs, drawings and videos which enhance current affairs and society daily life.

Slate.fr has a dedicated editorial staff of 6 editors and permanent journalists. It has a network of more than 100 commentators, correspondents and referent experts. Among them: Thomas Legrand, France Inter political columnist; Jean-François Copé, French deputy or Nicolas de Rabaudy, gastronomic critic. The time spent on the website is high: 1mn 02 per page, which gives a large advertising exposure.

In February 2011, Slate is launching a website dedicated to Africa (SlateAfrique.com)

TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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