

Stratégies.fr

The website of reference for marketing and communications professionals

MARKET POSITION:

Strategies.fr is the website of reference for marketing and communications professionals.

Strategies.fr targets professionals of the sector who want to be aware of brands' current affairs, last advertising creations, surveys, even who are looking for a job. There are 29 000 subscribers on the website: 45% are agencies, 38% advertisers and 17% Medias.

The audience is composed of both men (53%) and women (47%) in their forties (30% are aged between 40 and 49) but also younger (33% are aged between 25 and 34) and CSP+ (29% of the audience are CEO).

	Strategies.fr
Impressions	1 003 121
Visits	234 794
Time spent	00:06:09

Source – Xiti 2010

WEBSITE CONTENT:

Strategies.fr proposes:

- 12 years archives
- 46 000 videos, 16 400 creations, 140 000 articles

ADVERTISING RATES 2011:

Format	CPM	Size
Banner	26 €	468 x 60
Mega Banner	37 €	728 x 90
Skyscraper	28 €	120 x 600

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

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If you would like to receive copies, a media pack or coverage rankings,
please contact: GCA International Media Sales 020 7730 6033
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