



French Web Site for SME

MARKET POSITION:

Although slow to originally catch on, the French web surfer is now becoming an ardent convert and the Internet universe in France has risen to over 23 million today (45% of French population). Currently, 29.2% or 7,3 million French households are connected.

Aimed at the director's of SME's, entrepreneurs and professionals, **TPE-PME.com** taps into a massive audience, as 91% of French companies have 0 – 9 employees and 8% have 10 – 100. **TPE-PME.com** works in conjunction with two other members of the group: *Defi* magazine with practical advice for SME's and people starting up companies and the Entrepreneurs Exhibition. The audience is comprised of men (65%) aged between 25 and 49 and are mainly CEO (39%).

	TPE-PME.com
Pages seen	927 593
Unique visitors	220 593

Nielsen Netratings March 2010

SITE PROFILE:

TPE-PME.com is a practical site for a special target, specialising in legal news, the economy and the stock market, aimed at the directors of SME's, company founders and professionals. Along with all the latest legal and economic news, the site also offers details on events of the month and *Defi* magazine. **TPE-PME.com** offers its users management tools, giving important up-to-date figures, recruitment help, a management dictionary, advice on any recent reforms, and links to useful websites. An exclusive services section offers news on business growth, over 350 tools for entrepreneurs and MD's, and information and free quotes on 200 services.

Type of space	Price in €	Size
Expand Banner	33 €	728 x 180
Skyscraper	36 €	120 x 600
MPU	40 €	250 x 250
Banner	33 €	728 x 90

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