



The reference website for science and techniques

### **MARKET POSITION:**

*Sciencesetavenir.fr* is the online version of *Sciences et Avenir* magazine, the leading publication regarding science news and techniques,

*Sciencesetavenir.fr* deals with sciences current affairs in many different fields: health, space, natural and physical science, palaeontology, etc.

*Sciencesetavenir.fr* targets mostly men (57%), retired (43%) or CSP – (26%) in their fifties (40%) but also younger since 31% of the audience is aged between 35 and 49.

	<b>Sciencesetavenir.fr</b>
<b>Impressions</b>	950 000
<b>Unique visitors</b>	200 000

Source – Publisher stat 2011

### **WEBSITE CONTENT:**

*Sciencesetavenir.fr* proposes reports, analysis and various investigations realised each month by Sciences & Avenir journalists. A lot of videos and forums are also available which allows a strong interactivity of the audience.

### **ADVERTISING RATES 2011:**

<b>Format</b>	<b>CPM (€)</b>	<b>Size</b>
Mega Banner	50	728 x 90
MPU	70	300 x 250
Skyscraper	55	120x 600

### **TECHNICAL SPECIFICATIONS:**

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