



MOBILE

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 42 375 000 (Nielsen Net Ratings). **01net.com** is the IT reference site in France, appealing to both the general public and IT decision makers alike. It is not just a site, however: it serves as a portal by offering a wealth of information and services on the world of IT and new technologies. 3,352,000 of the unique visitors are 25-49 years old. and 2,116,000 are CSP+.

MOBILE PROFILE (Mobile):

	01net.com Mobile
Unique mobile users (per month) *	1,501,000
Unique mobile users (per week)	473,000
Unique mobile users (per day)	74,000
Time spent	5'13"
Unique mobile users (per day)	111,000

*Mediametrie Net Rating mobile June 2020

APPLICATION CONTENT:

The application prides itself on having an ethical editorial policy and a reputation for clear, accurate information. **01net.com mobile** offers up-to-date information for IT decision makers and consumers as well as key services such as downloads and product comparisons. It provides something for everybody interested in IT: news, interviews, enterprise info, market trends, coverage of exhibitions, a downloading platform, employment, details on sites and surfing, as well as a host of information on products which will enable the consumer and IT professional to make decisions with confidence.

ADVERTISING RATES 2020 :

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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