

# L'Opinion

The new "liberal" and "ProBusiness" online newspaper

## **MARKET POSITION:**

**L'Opinion** is a digital media with a daily paper extension. **L'Opinion** is a new media, using digital tools.

The media gives priority to digital mobile (tablet and smartphone) to respond to the immediacy of information. The target: The actors of society and the economy. CEOs, senior managers, the French abroad, investors, political: "Entrepreneurs". The new title employs 26 journalists and reputed experts in their fields.

## **MOBILE PROFILE (Mobile+Tablet):**

	L'Opinion
<b>Unique Visitors (Per Month)</b> <small>Mediametrie Net Rating mobile Sept 2017</small>	351,000
<b>Unique Visitors (per day)</b>	15,000

## **EDITORIAL PROFILE:**

Liberal, pro-business, European, Involve and open **L'Opinion** offers to share information, its analyses, surveys, its editorials, his views on the political, economic and international actuality. The goal is that everyone can build their own point of view and make an opinion.

## **ADVERTISING RATES 2018:**

FORMATS	CPM €
Banner (Mobile: 320*50)	40 €
Interstitial d'ouverture (Mobile)	55 €

## **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

## **COPY DEADLINE:**

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