

# Rue89

MOBILE



A French participative news app

## **MARKET POSITION:**

**Rue89** is a pure player. It was created by former journalists of Liberation in 2007 and was bought by the Perdriel Group (le nouvel Obs group) in 2011. According to the panel Mediametrie-NetRatings Rue89 was ranked 10<sup>th</sup> among French news websites in 2008 (just one year after its creation). Since 2011 Rue89 has also apps on iPad and iPhone.

## **MOBILE PROFILE**

		Rue 89 mobile
<b>Unique visitors (per month)</b>	<i>Mediametrie Jan 2017</i>	521,000

## **WEBSITE PROFILE:**

**Rue89** is an application dedicated to general information with a participative approach based on 3 pillars: an editorial team, experts and web users. Rue89 is divided in 6 sections: Rue89Eco (economy), Rue89 Planete (ecology), Rue89sports, Rue89politics, Rues89culture and Rue69 (sexe). The main audience of Rue89 are men (58%) between 25-49 years old. Typical readers of Rue89 are urban, rather wealthy and influential men with good education who want to deepen current burning issues.

## **ADVERTISING RATES 2018:**

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