

# Slate.fr

## Mobile

News and analysis upscale App

### **MARKET POSITION:**

**Slate** has been launched in the USA, in 1966, asserting itself as a “Daily Magazine on the Web”. The website, which is the property of the Washington Post, has become a reference. The French version of Slate was launched in February 2009 by Jean-Marie Colombani (former editor in chief of Le Monde between 1994 and 2007) and other well-known French journalists and opinion leaders in France.

**Slate.fr mobile** gives analysis and comments on politics, economics, current affairs, technology and culture through a liberal positioning. It targets a demanded audience: Upper middle class men aged between 25 and 49.

	<b>Slate.fr mobile</b>
<b>Unique Mobile Users (per month)</b>	823,000
<b>Unique Mobile users (per day)</b>	47,000

Mediametrie Net Rating mobile Sept 2017

### **EDITORIAL PROFILE:**

**Slate** offers a free access to analysis, topics, comments, explanations, links selection, photographs, drawings and videos which enhance current affairs and society daily life.

**Slate** has a dedicated editorial staff of 6 editors and permanent journalists. It has a network of more than 100 commentators, correspondents and referent experts. Among them: Thomas Legrand, France Inter political columnist; Jean-François Copé, French deputy or Nicolas de Rabaudy, gastronomic critic.

In February 2011, Slate launched a website dedicated to Africa (SlateAfrique.com)

### **ADVERTISING RATES 2018:**

Please contacts us

### **TECHNICAL SPECIFICATIONS:**

Please contacts us for details

### **CREATIVE DEADLINE:**

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)