

# L'OBS



## MOBILE

### **MARKET POSITION:**

L'OBS is the leading French newsmagazine with the largest adult readership (AEPM 2006) and the highest coverage of French executives (IPSOS FCA 2006). The app provides news in real time and is constantly updated.

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

	<b>L'OBS Mobile</b>
<b>Unique Visitors (per month)</b>	4,034,000
<b>Unique Visitors (per day)</b>	234,000

Mediametrie Net Rating mobile June 2019

### **EDITORIAL PROFILE:**

Since its launch in 1950 L'OBS has been renowned for the serious nature of its news coverage and the authority and respect commanded by its journalists. The main sections are News, politics, society, culture, High Tech, Sport, Health, education, Services and Obsession, the lifestyle magazine of L'OBS.

### **ADVERTISING RATES 2019:**

<b>FORMATS</b>	<b>CPM € (GROSS)</b>
Banner	40 €
Interstitial	55 €

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

### **COPY DEADLINE:**

3 weeks prior to issue date.

If you would like to receive copies, a media pack or coverage rankings, please contact  
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