



MARKET POSITION:

Atlantico.fr is a French pure player news website founded in March 2011. The website is inspired by the American websites *The Huffington Post* and *The Daily Beast*. The site gave itself the objective of reaching 600,000 unique visitors per month in a year. In May 2011, he recorded one million unique visitors, significantly ahead of its forecasts. In July 2012, Atlantico achieves a new audience record with 1,258,000 unique visitors (source: Médiamétrie - Netratings) making him the first pure-play independent France. In addition, in October 2012, he was among the most active sites on Google News ranked established by the agency "Résonéo" published by the "Journal du Net".

Atlantico.fr mainly targets an audience composed of AB+ people (49%).

Atlantico.fr	
Unique Visitors (per month)	298,000
Unique Visitors (per week)	92,000
Unique Visitors (per day)	14,000
Pages viewed (per month)	1,324,000
Time spent per UV (per month)	0:05:37

Source: Mediametrie NetRatings Fixe June 2020

EDITORIAL PROFILE:

Atlantico.fr has the ambition to deliver quick access and quality information through his platform for pressed Internet users. Atlantico is based on more than 1,000 French and international sources mapped on the web. The site is designed for quick access to key information. There are different categories on the site to guide the user: "la une", "les pépites", "décryptage", "les plus lus", "atlantico light"... and the site launched 2 new sections in march 2014 : Business and Culture.

ADVERTISING RATES 2020:



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TECHNICAL SPECIFICATIONS:

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