



LE FIGARO · fr

1st NEWS WEBSITE



A MULTI-THEMES CONTENT

4 editorial teams bringing their experience in breaking news, economy, sports & lifestyle: tourism, culture...

- > **Production of video-shows** : Musical discovery (Le Live), medias news (Le Buzz)... more than 30 shows per week
- > An scalable Home Page fitting with breaking news and the mood of our readers. > Focus on news content or lifestyle content functions of the day and the moment of the day.
- > **A social network** to keep his favourite comments and articles and follow other users...

REACH ALMOST 1 INTERNET USER OUT OF 4

9.3 million unique visitors Médiamétrie//Netratings – AT Internet june 2012
248 million pages
340 000 newsletter subscribers

AN AFFLUENT AUDIENCE

32% AB+ (ind 147) Médiamétrie Netratings – june 2012
48% 25-49 yo (ind 115) PREMIUM 2011
24% belong to TOP2%*(ind 127)
 *top 2% = incomes>115K€/year

Launch: 1999
 Editor in chief:
 Luc de Baroche

Each week,
 Figaro brand reaches
9.2 millions readers

Source : ONE 2011

Our channels :

- Figaro.fr/Economie & Figaro.fr/Bourse
- Figaro.fr/Madame
- Figaro.fr/Culture & Figaro.fr/Scope
- Figaro.fr/Santé (health)
- Figaro.fr/Sport & Figaro.fr/Golf
- L'Avis du Vin (wine)

COMMERCIAL CONTACT

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THE AFFLUENT PEOPLE MEDIA

WEB : lefigaro.fr , 1st french news website
Always more internet users thanks to our rich content, our way to treat the information and all the services.

SMARTPHONE : Le Figaro, the News app of Le Figaro
A new experience of navigation, all sections are available on every OS's (Android, iOS...).

TABLET : News anywhere at any time
A smart staging for more pleasure & a better navigation

TV CONNECTED : Exclusive partner of the connected TV leader, Samsung, all the Figaro group TV shows are embedded in the Samsung Application : Smart Replay. 5 channels available with interviews, reports....



WHAT'S NEW

The tomorrow Le Figaro is now available everyday at 10p.m on tablet.

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