

MEDIA KIT APRIL 2021

01



LEPETITJOURNAL.COM



THE LEADING MEDIA FOR FRENCH AND FRANCOPHONE PEOPLE ABROAD



All international news



Privileged proximity with our
readers



Local news throughout 70
cities worldwide



Thematic files on expatriation

THE AWARDS OF THE FRENCH ABROAD



A prestigious event taking place at the Quai d'Orsay in Paris, since 2013, rewarding 7 french outstanding people

03



4 local events :

Singapore (2018, 2019 and school start 2021)

Dubai (2019)

Hong Kong (2020 et 2021)

Madrid (2019 et 2020)



Opportunity to sponsor a category

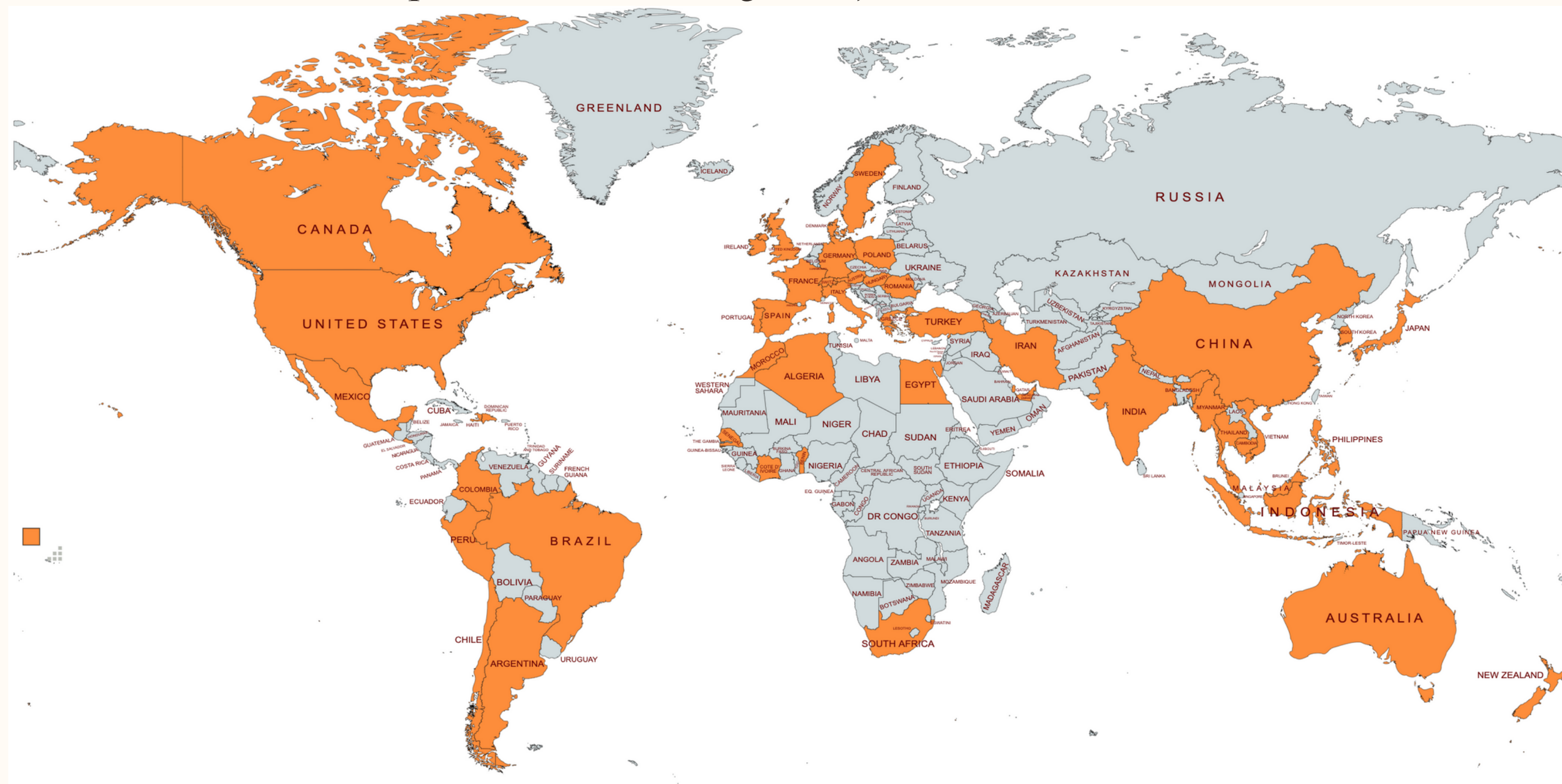


Trophées
des Français de l'Etranger
PAR LEPETITJOURNAL.COM



A WORLDWIDE PRESENCE

A unique network throughout 70 cities worldwide



TRAFFIC LEADER



30 million
read articles per year



1 300 000
monthly unique
visitors



110 000
subscribers
to the daily newsletter



350 000
fans on Facebook



50 000
followers on Twitter

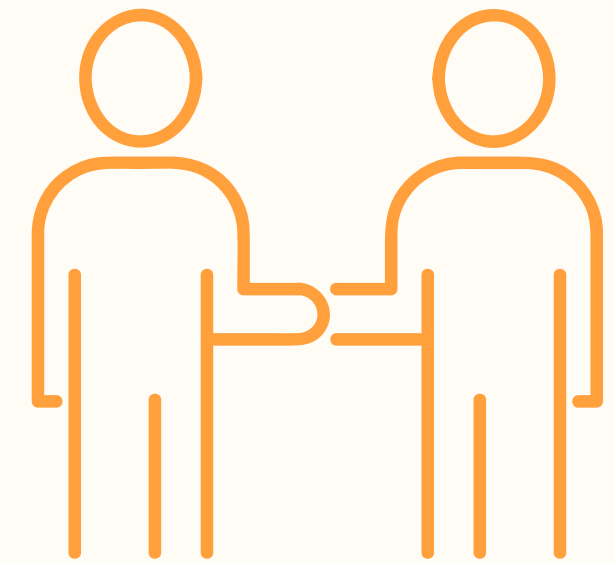
THE MARKET



2,5 million
of French
expatriates



50%
market penetration rate

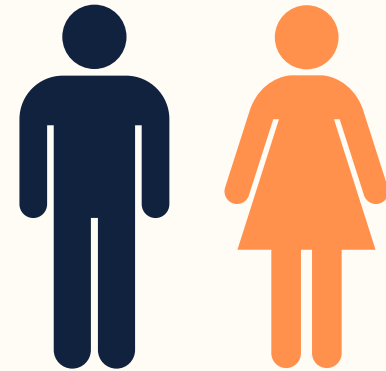


140 million
of french-speaking people
internationally

Read by $\frac{3}{4}$ of French et $\frac{1}{4}$ of french-speaking people

OUR READERS' PROFILE

45%
of men



55%
of women

85%
of professionals



More than 70%
of CSP

65%
between 30
and 55 years old



More than 80%
have at least
one child



COMMUNICATION SUPPORTS



WEB

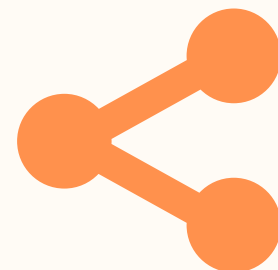
<https://lepetitjournal.com>

Complete website with all the news declined by city as well as services for the french and francophone communities



MOBILE

Totality of content available on your smartphone with a suitable format



SOCIAL NETWORKS

Find all of our media's news on Facebook, LinkedIn, Twitter and Instagram



NEWSLETTER

Daily news sent from monday to friday, with local and international content

OUR ADVERTISING OFFER



Display



E-mailing



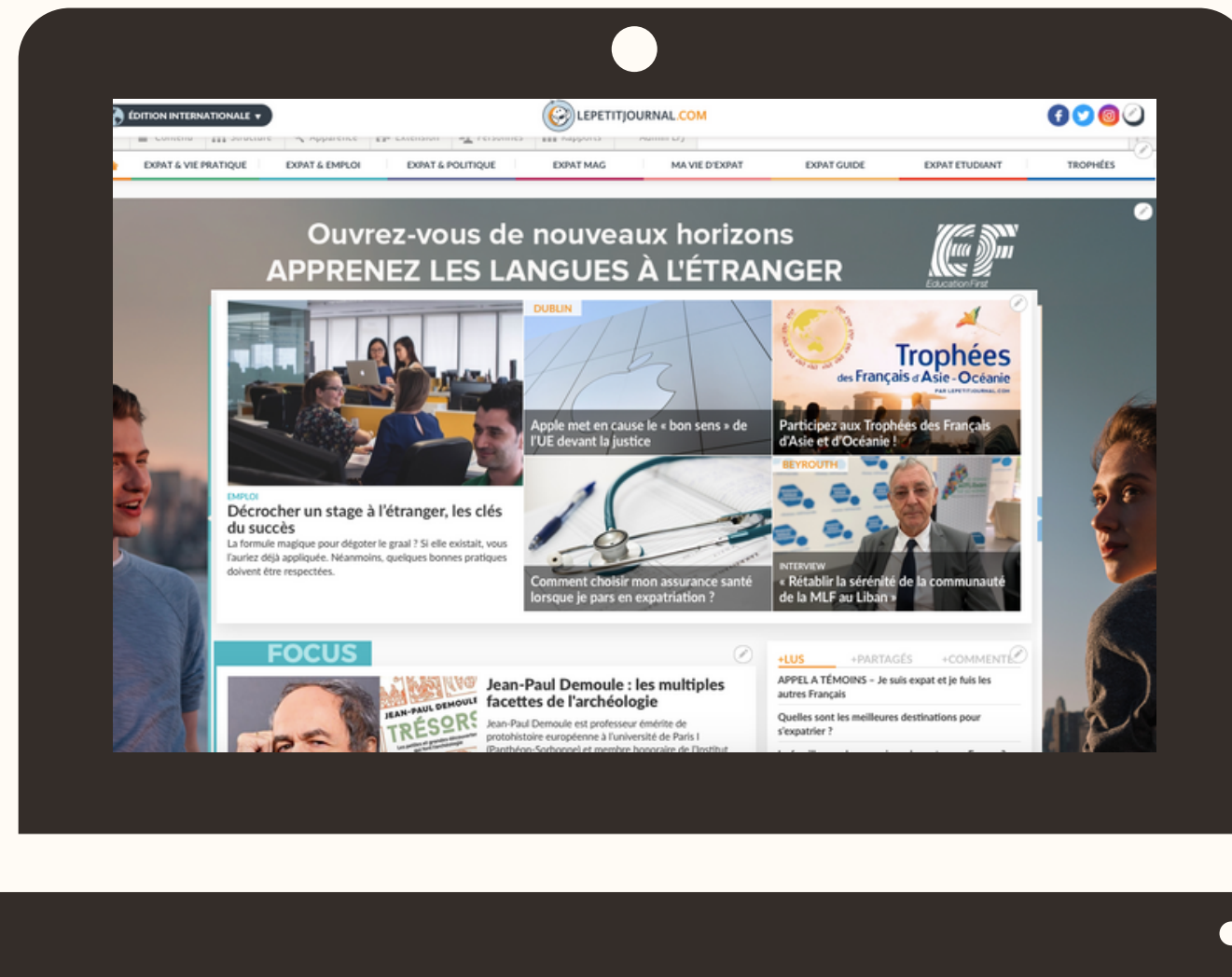
Brand content



Webinar

SPONSORED FRAME SITE

This tool is very impacting and allows you to assert your leadership's brand to our readers



Presence on each of our website's page
All zones are clickable

10

DISPLAY

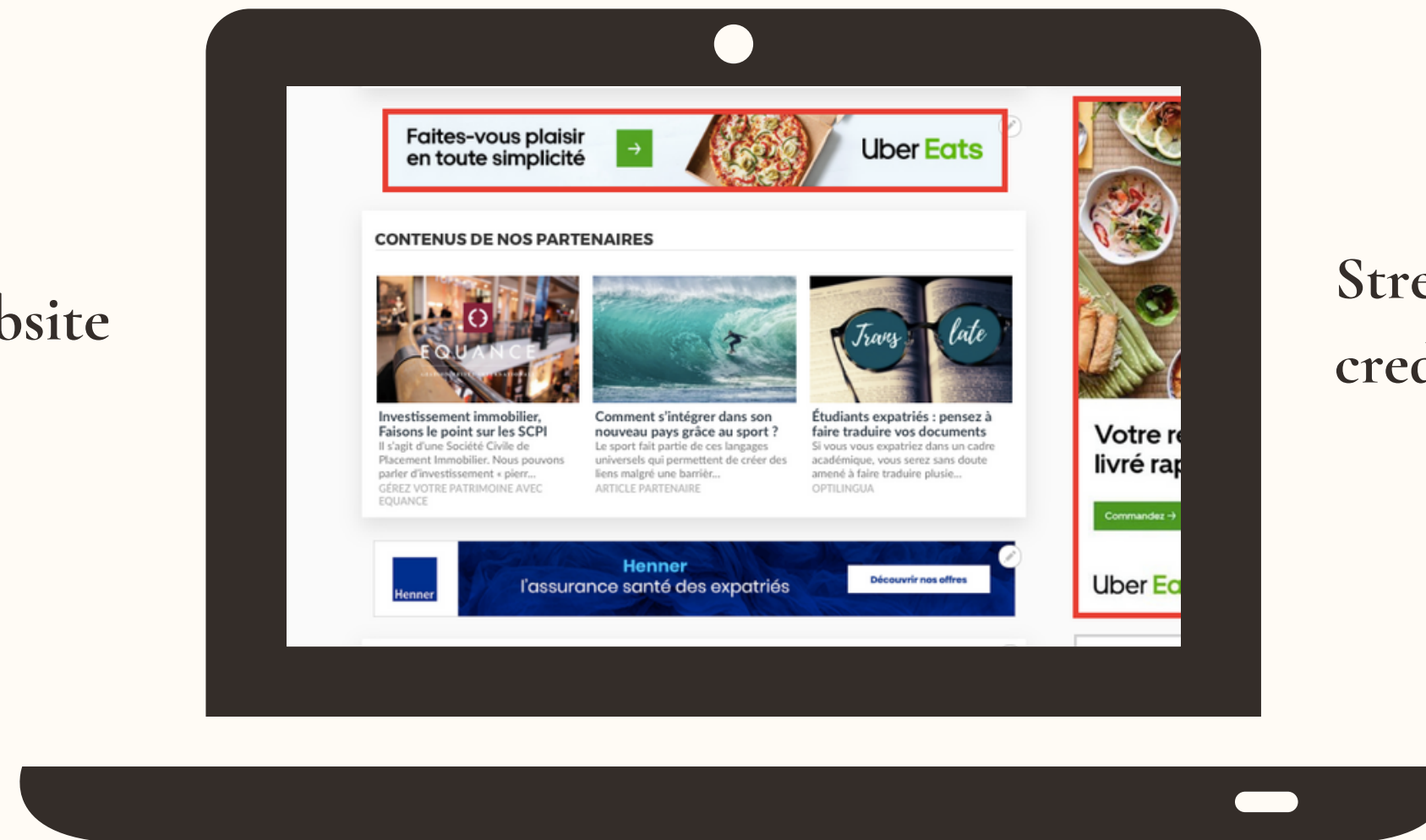
WEBSITE BANNERS

FORMATS

728x90

300x600

Generate traffic to your website



Strengthen your brand's
credibility and positioning

11

DISPLAY



MOBILE BANNERS

A mobile version viewed by
more than 50% of our readers
with an adapted format

FORMAT

300X250

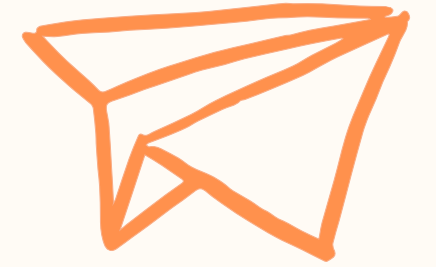
12

+ 4 positions

DISPLAY



NEWSLETTER BANNER



Presence in our daily
editorial newsletter
sent to our **110 000**
subscribers

Average opening rate
of 25%

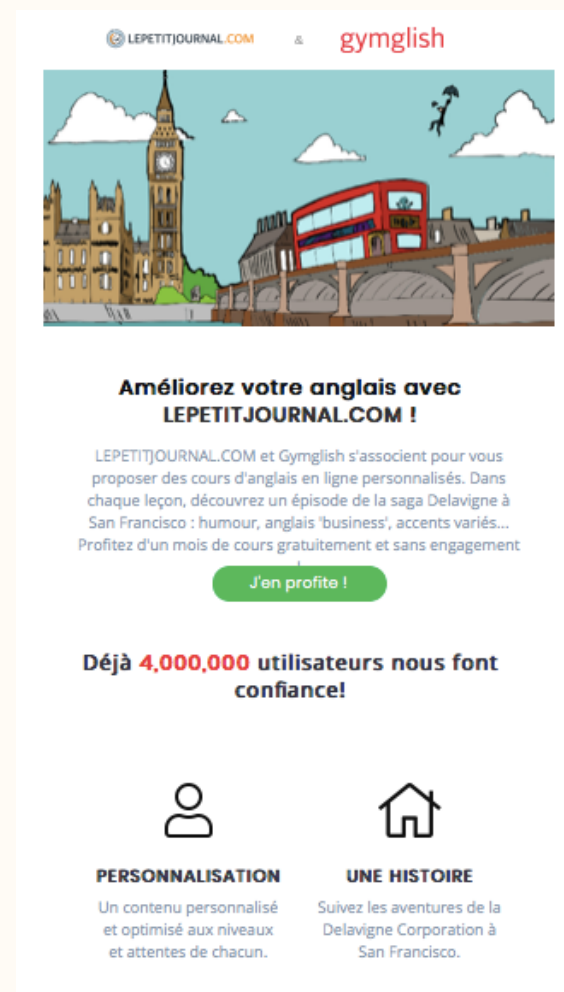
FORMAT
728 x 90

+ 2 positions

13

EMAILING

DEDICATED E-MAIL BLAST



Generate contacts and develop your sales

Reach **88 000 qualified contacts**

You can target a city, a region
or the whole contact base for your e-mailing

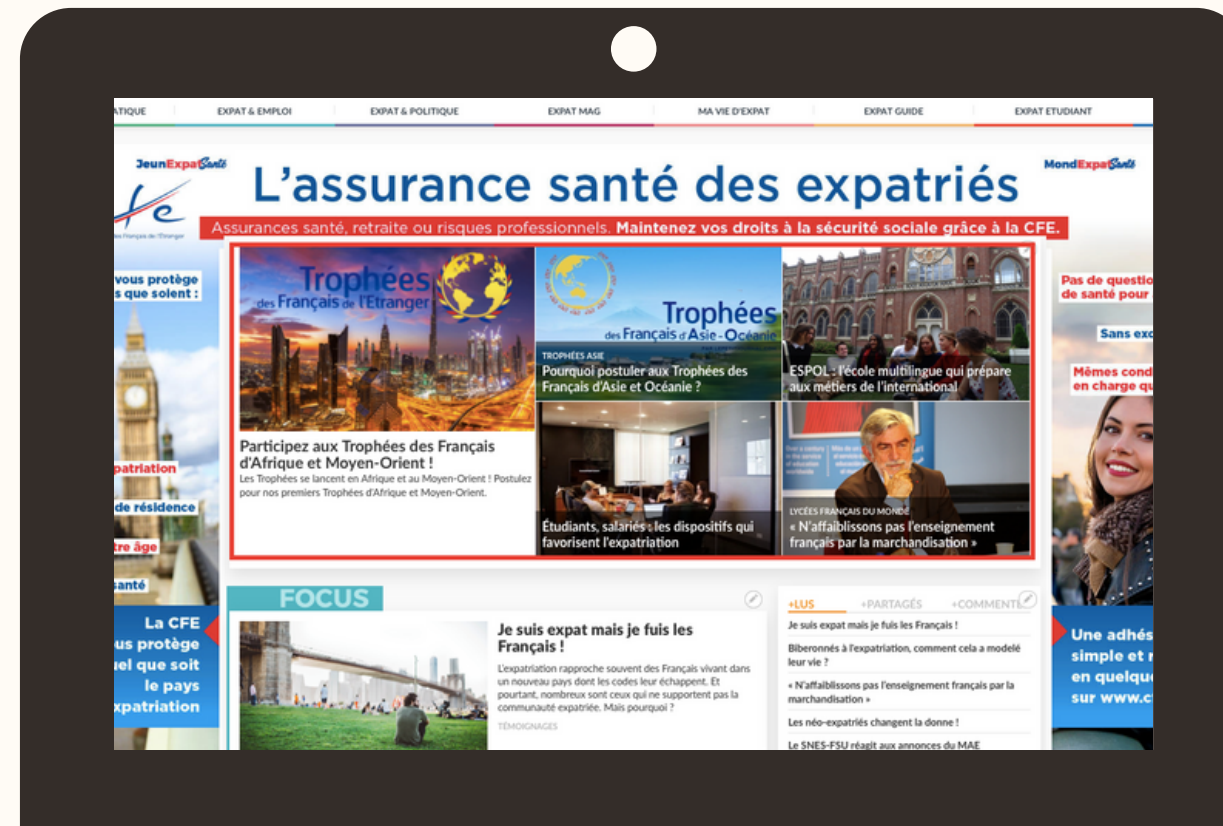
14

EMAILING

TOP ADVERTORIALS

Strengthen your brand's credibility and positioning in your sector

Improve your natural referencing thanks to the links which will be used to redirect a reader to your website



Attract a bigger audience and more particularly via cross-cutting themes

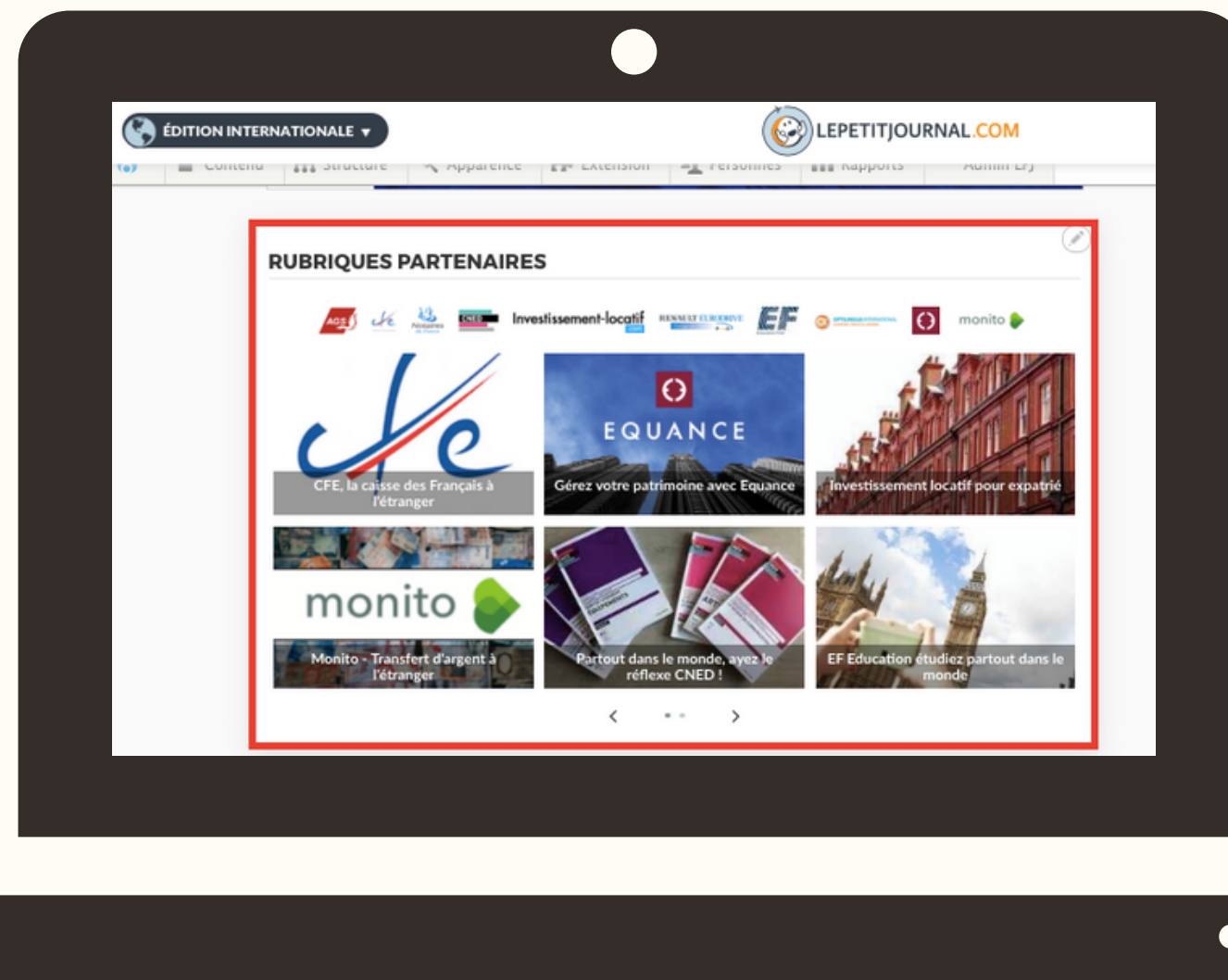
Be present on the website's headlines + in 110 000 newsletters + on FB

15

BRAND CONTENT

SPONSORED SECTIONS

10 highlights in the form of advertorials
(homepage + newsletters + mobile + FB)



Archived article in a section
with a dedicated advertising
environment

Permanent link on the homepage

16

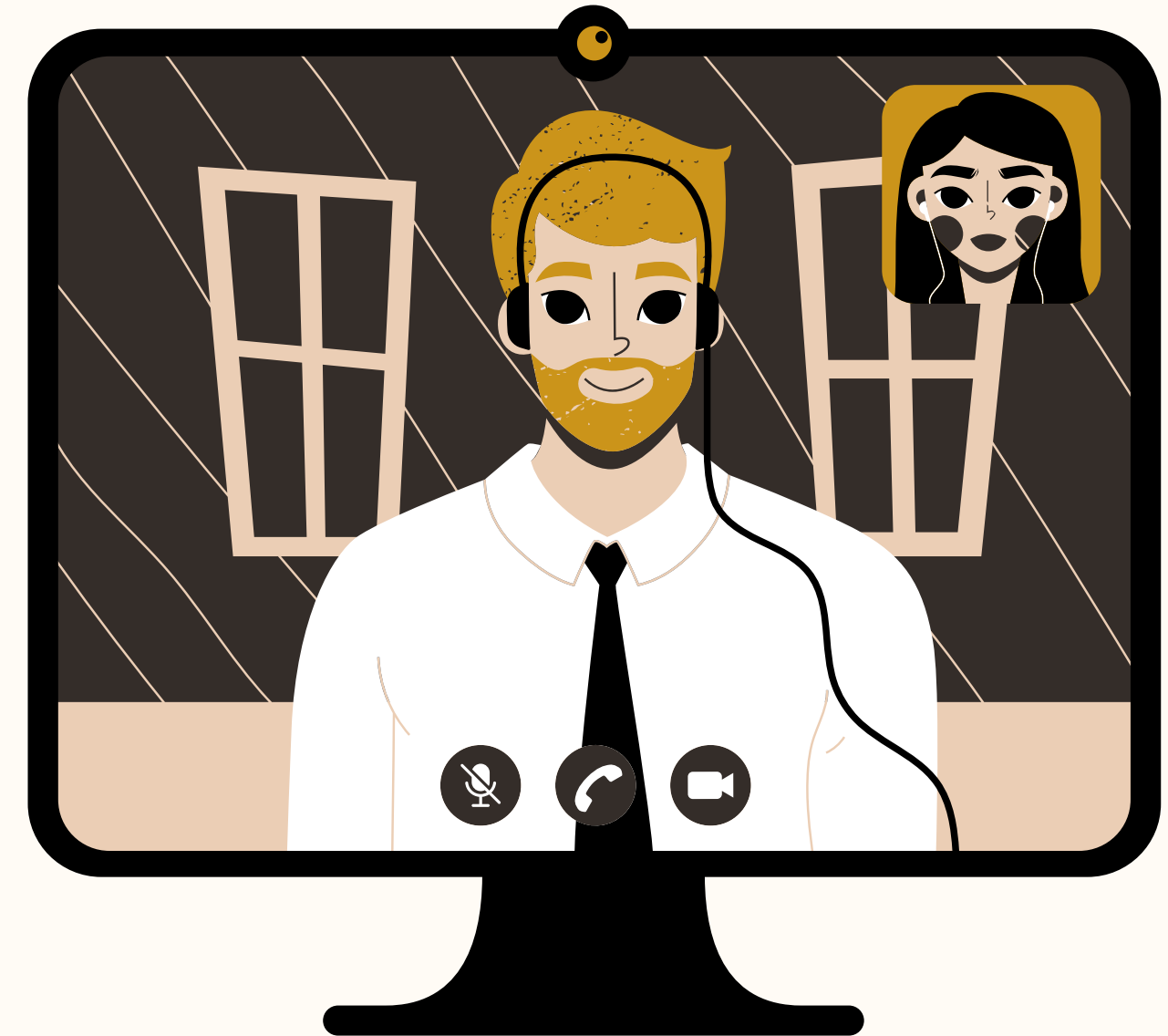
BRAND CONTENT

WEBINAR

Webinar / Platform Livestorm

FORMAT
OF 1 HOUR
WITH QUESTIONS / ANSWERS

Interact with the client and show its expertise as
well as its offer



AD SUBSCRIBERS BY CITY

EUROPA	Number of suscribers
Andalucia	225
Athens	1 945
Barcelona	3 244
Berlin	1 048
Bucarest	5 937
Budapest	811
Cologne	428
Copenhaguen	66
Dublin	1 010
Francfort	1394
Hambourg	378
Heidelberg Mannheim	47
Istanbul	3 872
Lisboa	1 748
London	2 698
Luxembourg	224
Madrid	4 945
Milan	1 848
Munich	350
Roma	1517
Stockholm	623
Turin	639
Valencia	1 088
Warsaw	1 478
Zurich	109
TOTAL	37 672

AMERICA	Number of suscribers
Bogota	176
Buenos Aires	1 632
Dominican Republic	548
Haiti	79
Lima	42
Mexico	2 131
Montreal	714
New York	736
Rio de Janeiro	1 045
San Salvador	174
Santiago	2 842
Sao Paulo	2 169
Toronto	176
TOTAL	12 464

Middle East	Number of suscribers
Beyrouth	2 929
Dubai	1 731
Teheran	260
Tel Aviv	2 106
TOTAL	7 026

ASIA	Number of suscribers
Bangkok	4 210
Beijing	446
Bombay	111
Cambodia	1 967
Chennai	86
Ho Chi Minh City	2 148
Hong Kong	1 818
Jakarta	602
Kuala Lumpur	1 113
Myanmar	611
Seoul	209
Shanghai	2019
Singapore	3 337
Tokyo	702
TOTAL	19 379

AFRICA	Number of suscribers
Abidjan	316
Alger	548
Cairo	622
Cap Town	489
Casablanca	2 316
Cotonou	214
Dakar	1 635
Johannesburg	1 227
Tunis	1 063
TOTAL	8 430

OCEANIA	Number of suscribers
Auckland	176
Brisbane	113
Manille	491
Melbourne	1 015
New Caledonia	374
Perth	417
Sydney	1 368
Wellington	8
TOTAL	3 962

	Number of subscribers
International edition	6 076
Total	88 000

Lepetitjournal.com is thanking you for your support, for the last 20 years.

We wish to ensure a maximum of transparency throughout all of our operations.

This is the reason why we work using Google Analytics.

We will be providing you regular reports and accompany you with our recommendations.





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OUR PRICES

In euros tax free

WEBSITE BANNERS		
728 x 90 position 1	●	13€
728 x 90 position 2	●	11€
300 x 600 position 1	●	11€
300 x 600 position 2	●	8€
MOBILE BANNERS		
300 x 250 position 1	●	25€
300 x 250 position 2	●	22€
300 x 250 position 3	●	20€
SPONSORED FRAME SITE		
Habillage sponsorisé site	●	35€
NEWSLETTER BANNERS		
728 x 90 position 1	●	440€
728 x 90 position 2	●	340€
SPONSORED ARTICLE		
In each newsletter (88 000 subscribers)	●	
+ website	●	
+ social media	●	
+ writing included	●	
+ referencing / archiving for 1 year	●	
SPONSORED SECTION ON THE WEBSITE FOR 1 YEAR		
Top articles in the website's and Facebook's newsletters	●	7 000€
DEDICATED E-MAIL BLAST		
Up 88 000 contacts	●	
WORLDWIDE WEBINAR		
PRICE 1000 SEEN PAGES		
PRICE FOR 1000 SEEN PAGES		
PRICE PER DAY OF PUBLICATION		
PTICE FOR 1 PUBLICATION		
PRICE FOR 10 PUBLICATIONS		
From 100 to 200€ / 1 000 contacts		
(Decreasing rate according to the number of contacts)		
		3 500€

THEY TRUST US



SÉCURITÉ SOCIALE
CAISSE DES FRANÇAIS
DE L'ÉTRANGER



INSEEC U.



Investissement-locatif
.com



— GROUPE —
RÉSIDE ÉTUDES
PROMOTEUR ET GESTIONNAIRE - EXPLOITANT



MONIWAN



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