



MEDIA.figaro SWIPE STORY

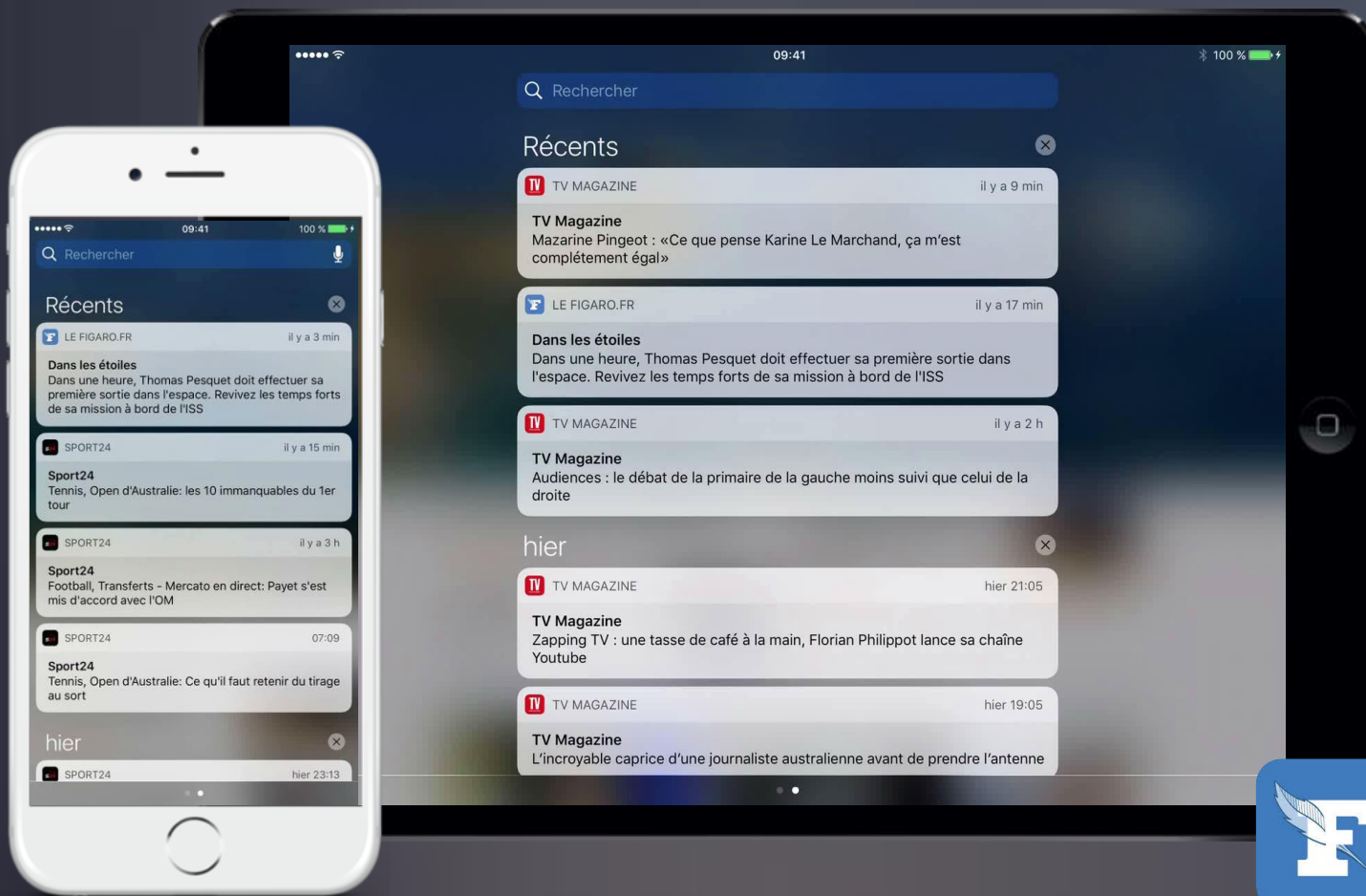
SWIPE STORY

A NEW MOBILE FORMAT FOR STORY-TELLING « MADE IN FIGARO »



AN EDITORIAL INNOVATION 100% MOBILE

TO ADAPT TO NEW READING USAGE



WITH THE FORMAT **SWIPE STORY**
NEWS SWIPE ALONG IN THE
FORM OF ANIMATED CARDS

- ❑ IMAGES FULL SCREEN
- ❑ VIDEOS
- ❑ EDITORIAL QUOTES
- ❑ FIGURES
- ❑ CHARTS
- ❑ TWEETS...



AN INTEGRATED FORMAT

AN ADVERTISING CARD IS INTEGRATED WITH THE EDITORIAL FLOW



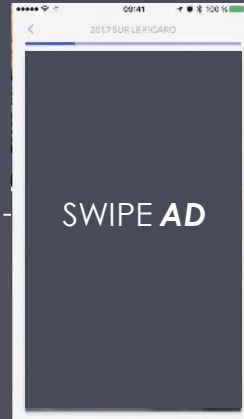
NOTIFICATION
EDITORIAL PUSH



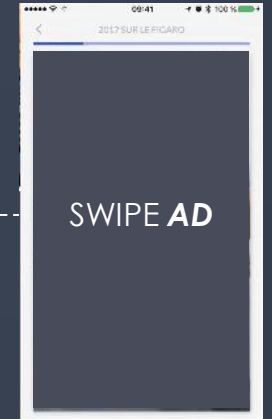
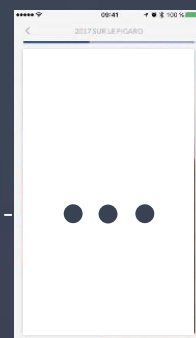
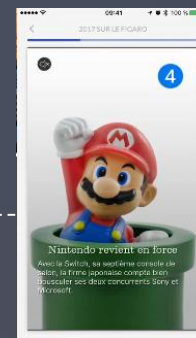
PRESENCE
ADVERTISER



INTERSTITIAL EVERY 3 EDITORIAL CARDS



PRESENCE
SCREEN 5



PRESENCE
FINAL SCREEN

EDITORIAL CALENDAR

TOPICS ADDRESSED FOR Q1 2017



SWIPE STORY

EDITORIAL SPONSORING



100% **EXCLUSIVITY**

1 ADVERTISER PER STORY

100% **VISIBILITY**

FULL SCREEN

100% **INTEGRATED**

VERTICAL FORMAT

100% **INTERACTIVE**

IMAGE, VIDEO, GIF, TEXT, LINK...



SWIPE STORY



Facebook

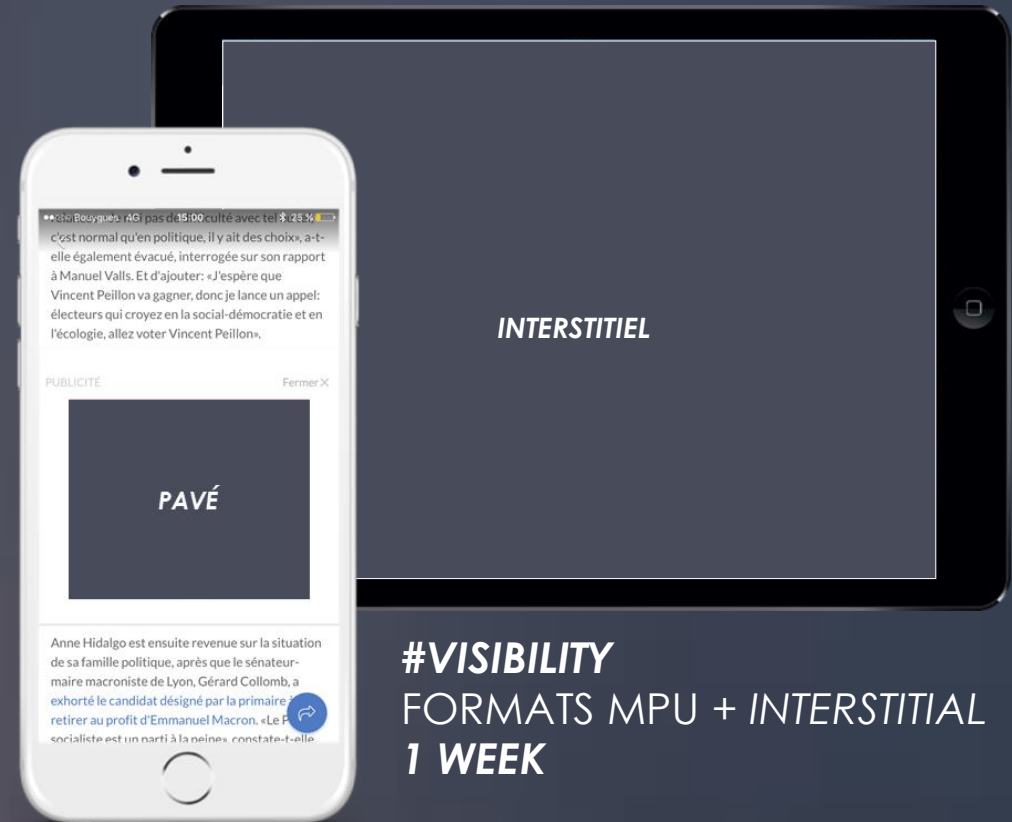
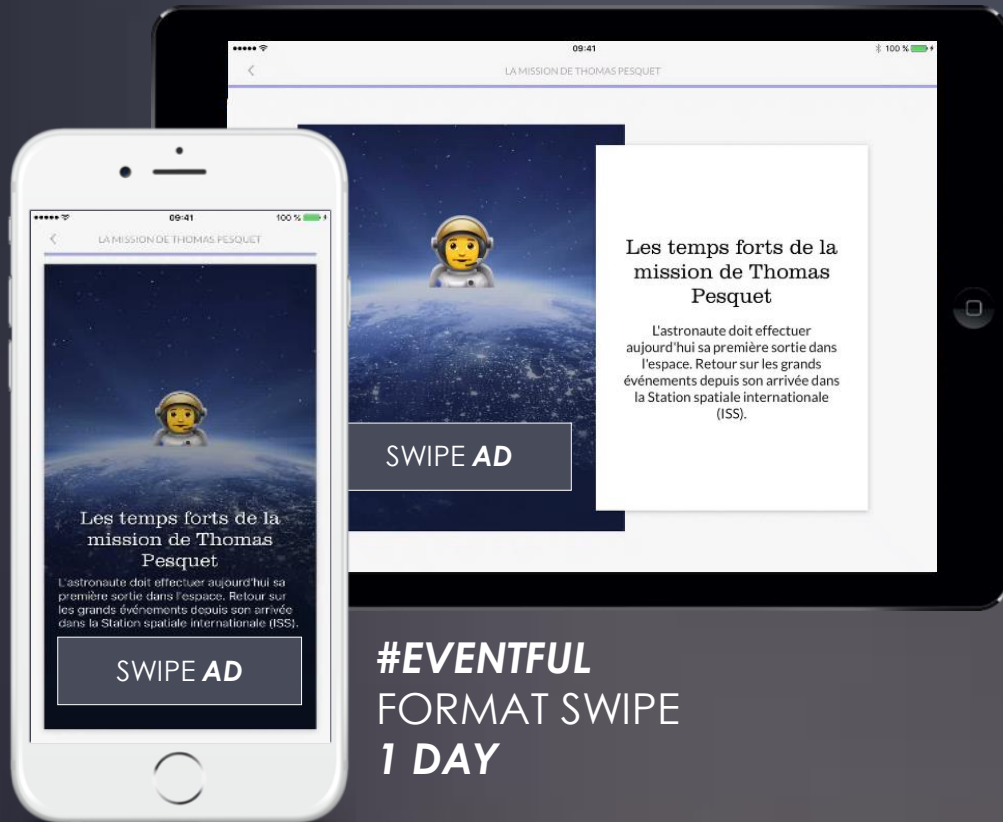


YouTube



SET UP THE SWIPE STORY

CREATE THE EVENT WITHIN THE APPLICATION FIGARO



SWIPE FORFAIT: 15K€ / 1 WEEK / 1,4M IMP

APPLICATION LE FIGARO

« MOST BEAUTIFUL APP 2016* »



NEW TECHNOLOGY

DEDICATED EDITORIAL TEAM

DEDICATED CONTENT AT VARIOUS MOMENTS OF THE

DAY. WELL STRUCTURED/ USER- FRIENDLY =

CONFORTABLE FOR READERS

RICHMEDIA AND QUALITY OF CONTENTS

PERSONALISATION OF THE CONTENT



6

PAGES VIEWS PER VISIT



7

PAGES VIEWS PE VISIT



LE FIGARO · *fr*

* Nominated and elected the most beautiful App by Google Play