

# Digital Products & Rate Card

March 2018



[lexpress.mu](http://lexpress.mu)

[media.lasentinellemu](http://media.lasentinellemu)

## Certified Google Partner in:



## Why lepress.mu?

lepress.mu is the largest news and current affairs website in Mauritius, reputed for quality journalism, professionalism and independence.

Our next generation website, an exciting evolution of lepress.mu, emphasises on mobile access, user experience and advertisement opportunities.

## Key statistics March 2018

Data as at 31<sup>st</sup> March 2018



11.9 million  
views



1.2 million unique  
users/month



175,471 average  
visits/day



566,134 Likes



3m27s Avg.  
visit duration



66.93% visits  
via mobile devices



4,981,896  
video views / month  
YouTube & Facebook



129,997 radio  
listens/month



27.66%  
international traffic

Sources:



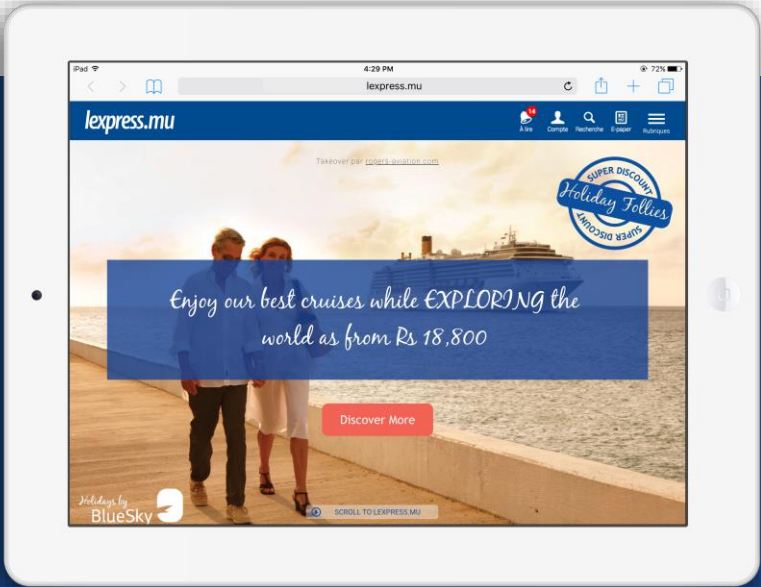
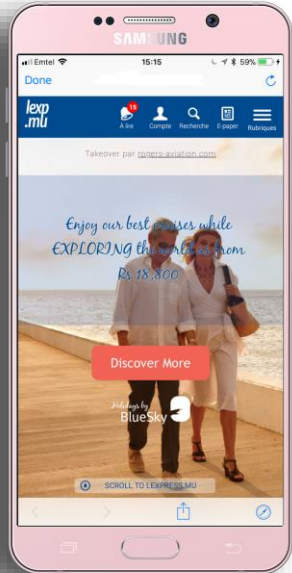


## Homepage Takeover

Make the biggest splash!  
(From Rs 12,000/day, Rs 60,000/week)

Nothing makes a more impactful then a cover of the home page for brand launches or important events!

Big announcements in the form of a striking image in HD format or a striking video works best.

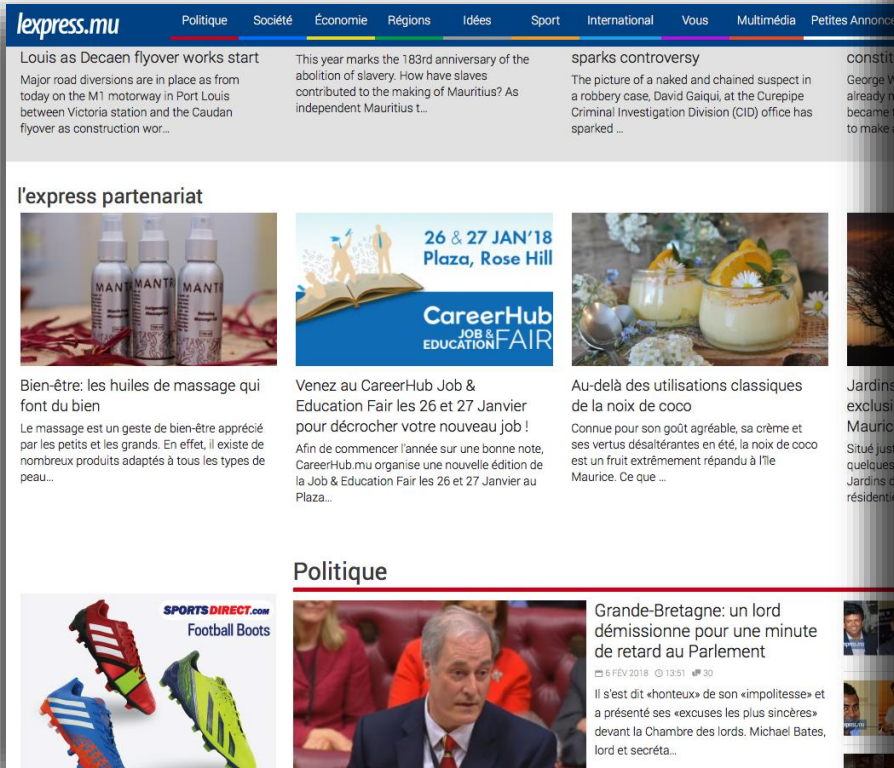


Presented above the content of Lexpress.mu (homepage or article), the 'takeover' allows the maximum exposure of a mark on the entry point of a user. The only challenge is your creativity!

The ad is displayed once per unique user per day. The expected development time is 2-4 weeks, depending on the complexity.

# Native Ads

of lexxpress.mu



Constantly innovating, we have recently introduced native advertising, which offers the ability to post sponsored content on lexxpress.mu, prominently visible on the homepage and promoted for a minimum of one week. A key difference with native ads, as opposed to traditional 'publi-reportage' is that they are to be written in the user's interest.

Native ads are an ideal way of engaging the reader and making sure he sees the ad, with an average read time of **2min 15secs** and images for the article must be supplied with a minimum size of 620 x 330 pixels.

Since March 2018, we share all the infomercials on the Facebook page of [l'Express Maurice](#) to give our customers an organic reach in our **566,134** likes (figures extracted on April 5<sup>th</sup>). As the administrator of a verified page, we are also able to mark your page as "branded".

(Rs)

Single article	30,000
Series of four articles	105,600

# Banners

of [lexpress.mu](http://lexpress.mu)



Available in different sizes and formats, our banners are designed for optimal visibility across all devices. Banners can be displayed either in Mauritius only or include international readers. **We reserve the rights to block any local Google Adverts that may appear in any section of [lexpress.mu](http://lexpress.mu).**

Billboard (970x250 px + 320x100 px) 3x slots	Mauritius only (Rs.)			International (Rs.)
	Per day	Per week	Per month	Per week
Entire Site	6,750	35,000	123,200	70,000
Homepage	-	17,500	-	-
Per-Section (rubrique)	-	4,500	-	-

Leaderboard (728x90 px + 320x50) 1x slots	Mauritius only (Rs.)			International (Rs.)
	Per day	Per week	Per month	Per week
Entire site	4,000	21,000	75,700	42,000

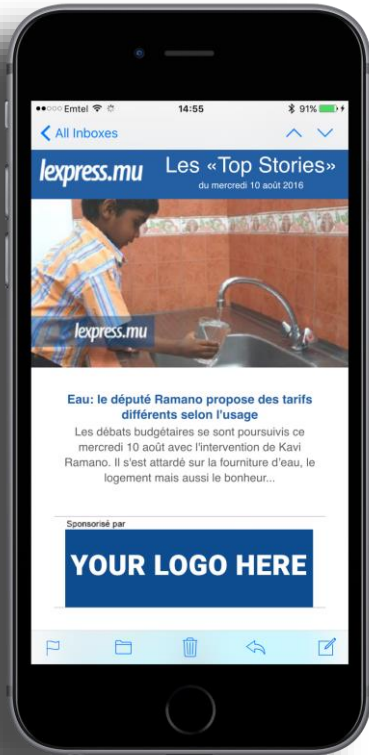
Side Banner (300x250 px)	Mauritius only (Rs.)			International (Rs.)
	Per day	Per week	Per month	Per week
Entire site	4,500	27,500	96,800	50,000
Homepage	-	14,750	-	-
Per-section (rubrique)	-	3,000	-	-

## **Cancellation terms and conditions:**

- Any cancellation 60 days prior to the booking will be refunded at 100%.
- Between 59-30 days, 50% of the reservation will be invoiced.
- If less than 30 days, 100% of his reservation will be invoiced.

App & Newsletter

★ **SPONSORSHIP** ★  
of [lexpress.mu](http://lexpress.mu)



Our newsletter delivers the «Top Stories» of the day, with a weekly round-up on Sundays. Up and running for only a few months, we have already grown our daily subscriber base to **21,529** people.

With more than **131,646** downloads, the l'express app is an ideal platform to reach a digitally-savvy audience. Your ad appears at the bottom of the homepage, as well on all articles.



	Weekly	Monthly
<b>Newsletter Sponsorship</b> - logo (320px x 100px) and link	3,000	10,560
<b>Mobile Sponsorship</b> - Price of 1 slot		15,000

## Our Team

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Diana Bagboat  
Sales Account Exec



Nalini Doorgah  
Sales Account Exec



Rati Cawroo  
Admin & Sales Clerk



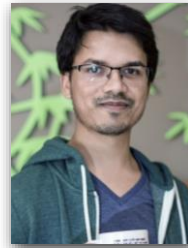
Gaël Latouche  
Analytics Exec



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Yusuf Satar  
Senior Backend Developer



Ish Sookun  
System Administrator



Nirvan Pagooah  
Frontend Developer



Nadim Attari  
Backend Developer



Jeshta Bhojedhur  
Junior Backend Developer



Kushul Soomaree  
Junior Frontend Developer



Coralie Makoona  
Studio Kisisa



Dayanee Muthan  
Admin & Subscriptions Clerk



Loïc Forget  
Digital Director

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For further information and reservations,  
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