

### LE COURRIER DE FLORIDE

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### MARKETING :

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Le *Courrier de Floride* is a free, monthly, 100% color, tabloïd size newspaper, published on paper and on the web. It's the only French-speaking media of journalism and news (and the only one integrated in Google News).

( See also Wikipedia Page : [http://en.wikipedia.org/wiki/Le\\_Courrier\\_de\\_Floride](http://en.wikipedia.org/wiki/Le_Courrier_de_Floride) )

## French is the third language of Florida

- Over 1 million french-speaking Snowbirds (québécois) from octobre to april
- 200 000 québécois expatriates - 800 000 haïtian expatriates - 50 000 moroccan expats
- 50 000 French expatriates - 500 000 french speaking tourists from Europe.

## Exposure of Le Courier de Floride

### PAPER VERSION :

- Printed at a minimum of 15 000 copies from may to october and distributed in more than 350 french speaking schools, consulates, restaurants, banks, chambers of commerce...
- Distributed between 25 000 and 30 000 copies between november and april, in 150 more places (motels, mobile homes and RV resorts). Our Guide de la Floride is printed at (a minimum of) 50 000 copies. All the copies are read by a minimum of two persons.
- Most of the distribution is made between North Palm Beach and South Miami, but Le Courier is also in the other cities of Florida (Jacksonville, Orlando, Tampa Bay...)
- Le Courier is the only French-Speaking newspaper distributed in Miami.

### INTERNET VERSION :

- 260 000 readers/month (in March 2016).
- Le Courier is readable online and downloadable on tablets and phones.
- Our website is having some exclusive articles (not published in the newspaper) : (travel guides, professional guides...)
- The ads are also alternatively published inside every single article of the website.
- Our website includes a repertory of the businesses, convenient for web readers.
- Our web articles are integrated in Google News.
- Le Courier de Floride is organising some monthly events for his partners.

**THE BEST WAY FOR AN AD TO BE SEEN...  
IS TO BE PUBLISHED IN A MEDIA WHICH IS READ !**

[www.CourrierdeFloride.com](http://www.CourrierdeFloride.com)

