

Reworld Media boosts its special Olympic Games context offers with 20.24% more media!

As a daily partner to over a hundred French sport federations via SPORT EN FRANCE, a media outlet produced jointly with the French National Olympic and Sports Committee (CNOSF), **Reworld Media Group holds a strong position in the Sports vertical**. SPORT EN FRANCE attracts **more than 1.5 million TV viewers and more than 4 million unique visitors⁽¹⁾** to its digital channels every month, offering a unique, customised editorial environment and creative canvas. In addition, the Group attracts **more than 11.4 million unique visitors per month⁽¹⁾ and 7 million followers on social media** via its historic flagship sites: SPORT365.fr, SPORTS.fr, FOOTBALL.fr, etc.

During the 2024 Olympic Games, the editorial teams of the Group's 80-plus media brands will cover the event and the Paralympic Games in their own editorial contexts*. Reworld Media will be leveraging not only the power of the audiences of its different verticals but also the largest cumulative social media community in France, with 77 million followers across its accounts.

20.24% more media made available: that's Reworld Media's commitment!

To celebrate the 2024 Olympic Games, Reworld Media is boosting its special Olympic offers by offering 20.24% MORE media!

Lots of original features and pieces of content are being prepared for release across the Group's media, communities and influencers... Original editorial contexts for custom-made features, amplified across the target audiences of the Group's brands and guaranteeing greater visibility and performance.

- "The Recipes of Champions" with MARMITON, GOURMAND, VITAL FOOD, GUEULETON... reaching almost 25 million monthly contacts in print and digital(2), with more than 11.5 million followers,
- "In Shape for the Olympics" for all audiences with TOP SANTÉ, DOCTISSIMO, PLEINE VIE, PSYCHOLOGIES MAGAZINE... reaching 7.4M contacts each month(2), and 3.3M followers on social media,
- "Women in Sport" via GRAZIA, AU FÉMININ, MARIE FRANCE, PEACHES... attracting 10.6M readers and web users (2) per month, with almost 20M followers,
- "Young Athletes in the Spotlight" via MELTY, MINUTE BUZZ, FRAÎCHES, LA CRÈME DU GAMING, GAME KULT, HERO... that means reaching 31.8M cumulative followers!

And many more...

**Powerful, diversified, familiar with the passions, habits and consumption patterns of French viewers...
the Group's brands are committed to the Olympic moment!**

The Paris 2024 partners, as well as advertisers not directly linked to the event, will be able to tell a different story, legitimise their partnership, build their audiences, strengthen their data capital and even create their own ecosystem in order to be more sure of standing out...

...while retaining Reworld Media's biggest strength: **its ability to commit to results!**

"Since its launch, sport has always been a priority for Reworld Media, with its first collaborations and acquisitions as early as 2015, such as the SPOREVER group, leading websites Sports.fr and Football.fr and leading magazine Sport Stratégies.

In 2019, the exclusive partnership agreed with the CNOSF allowed us to move into a new area of the field, thanks to our daily collaboration, via SPORT EN FRANCE, with all the stakeholders in the French sports movement: sports federations, athletes, sports partners, institutions such as the Agence Nationale du Sport, the Ministry of Sport, etc. The schemes we are offering are not there to take advantage of a windfall effect but are rather the continuation of a years-long strategy, always with the desire to commit to results".

- Guillaume Sampic, Managing Director of Media365, Reworld Media's sports subsidiary.

(1) Médiamétrie - Audience internet global July 2023

(2) Etude OneNext Global H1 2023

About Reworld Media :

Reworld Media is a developing Group operating on two markets, BtoC and BtoB.

– The BtoC market through the deployment of content, services and products attuned to consumers' interests, available on a subscription or pay-per-view basis, to a captive audience of over 37 million French people, whom it supports in the digitalisation of their consumption patterns.

– The BtoB market through the monetisation of its own audiences and the coverage of all the communication drivers of the companies it supports in the creation and execution of their communication and commercial strategy.

The Group has to its name 81 multimedia multi-format media brands (print, digital, video, audio, TV, events) that generate audiences in 11 thematic areas (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Gourmand, Top Santé, Télé Magazine, etc.) and integrates its own technological performance platform (180,000 affiliated sites worldwide). Founded in 2012, Reworld Media posted annual revenues of €506m in 2022, operates in 16 countries and has 1,377 employees.

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