

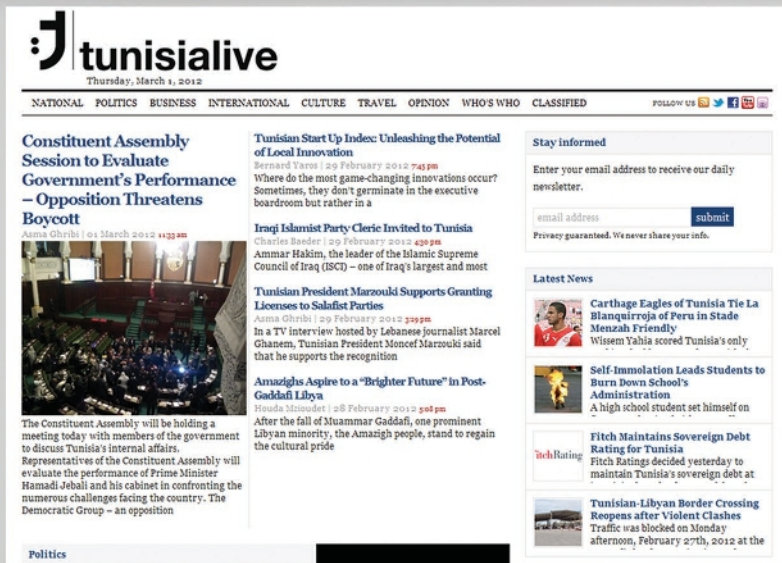


MEDIA KIT
2012



www.tunisialive.net
17 rue CHARLES DE GAULLE - TUNIS
+216 71 32 47 03





Tunisia's only independent English language news website.

Founded shortly after the revolution. Tunisia Live is an **independent** source of **verified** information and **multimedia** content.

We are a **young** team collaborating 7 days a week to publish articles, photos and videos about events in Tunisia and the region.

Tunisia Live is an essential website for the English speaking community, a resource for educated Tunisians, and a bridge for those living abroad.

Tunisia Live covers the **full spectrum of news** in Tunisia from politics to national and regional news, events, business, sport, travel and culture.

Tunisia Live is a **reference** for world class journalist in different parts of the globe and has been cited by major news outlets.

CONNECTING TUNISIA TO A GLOBAL ENGLISH SPEAKING AUDIENCE

TUNISIA LIVE REACHES A GLOBAL AUDIENCE

Tunisia Live is a reference for Tunisia un google. We are a first landing website for thousands of people who go online every day to search about Tunisia for differnet matters.



VISITORS OVERVIEW for the month of January 2012



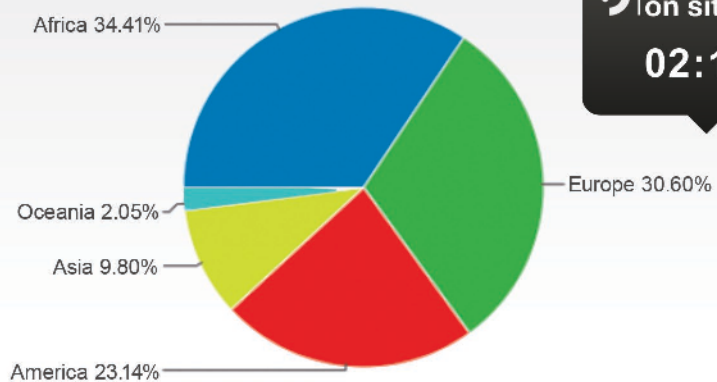
Lifetime
 363,487 Unique Visitors
 601,588 Visits
 1,222,328 Page Views

Unique Visitors **65,787** Visits **95,524** Page Views **177,631**

VIEWERS BY COUNTRY

Country / Territory	Visits
Tunisia	29,933
United States	19,170
United Kingdom	7,215
Germany	4,083
France	3,115
Canada	2,992
Italy	2,051
Netherlands	1,578
India	1,094
Egypt	1,049

VIEWERS BY CONTINENT



Average time on site
02:15

ENGAGING A COMMUNITY OF USERS THROUGH FACEBOOK

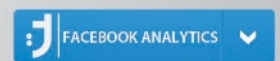


TUNISIA LIVE IS A FAST-GROWING FACEBOOK COMMUNITY

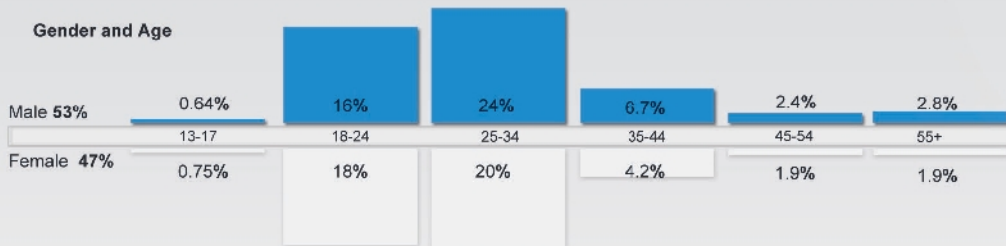
We are a trusted, independent source of verified news and information.

We interact with our readership through articles, photos, and videos.

This opens a healthy space to discuss different views on important topics and current events in Tunisia.



AUDIENCE DEMOGRAPHICS (December - January - February)



GEOGRAPHIC REACH OVER THE LAST 3 MONTHS

38,634 TUNISIA

2,740 EUROPE

1,905 AMERICA

QUALITY CONTENT FOR A HIGHLY EDUCATED AND MOBILE COMMUNITY

The place to be for highly educated professionals and students who would like to stay informed about events in Tunisia.

Our readers are likely to be decision makers, young leaders in politics, diplomats, media, health professionals and entrepreneurs.



83,784 weekly total reach

CONNECTING WITH A COMMUNITY OF USERS THROUGH VIDEO

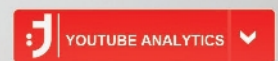


TUNISIA LIVE IS A FAST GROWING YOUTUBE COMMUNITY

Original reporting on events, current affairs, business, technology, development issues, and minorities.

Balanced reports and new angles on emerging issues in Tunisian society.

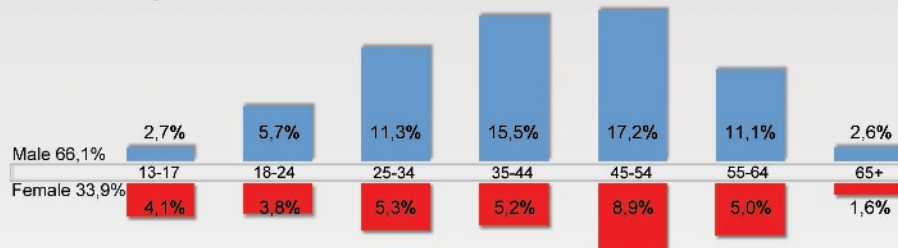
A unique visual style distinguished by professional filmmakers.



AUDIENCE DEMOGRAPHICS (December - January - February)

Total Views
129,552+

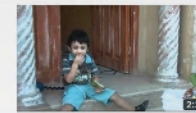
Gender and Age



The Esperance Sportive de Tunis W...
8 748 vues il y a 3 mois



Manouba University shut down beca...
2 876 vues il y a 2 mois



Jewish Culture Thriving in Djerbe...
3 027 vues il y a 5 mois



Renewable Energy in Tunisia: Stak...
1 942 vues il y a 2 semaines

VIEWERS BY COUNTRY



QUALITY VIDEO FOR AN ENGAGED COMMUNITY

We offer interactive video content with advanced features allowing rich interaction with community members. More than 100,000 views across 125 videos.

Videos
126+



76,505 Views

Melanie Jane Benna Owner of the website for expats : www.nomarmiteintunisia.co.uk & Owner of the website for real estate : www.thetunisianhouse.co.uk »

“Tunisia has changed so much in just the short space of 7 years that I have lived here! For those who like to keep up with the news, events and current affairs, Tunisia Live has been a breath of fresh air for information that has mostly always been in French or Arabic! We no longer have to google translate anymore! Thank you and well done to all the team at Tunisia Live!”

Chris O'Connor British Ambassador to Tunisia

“I have enjoyed working with Tunisia-Live’s dynamic team of young journalists. I am pleased to see that they have seized the opportunity of a new spirit of free media in Tunisia. They make an important new contribution to Tunisia’s media scene”.

« Le site ambitionne d’inventer un média qui marie journalisme professionnel et culture de l’internet pour faire entendre la voix de la Tunisie et de sa jeunesse, de part le monde. »

Tunivisions
Version 850
Le magazine de la Tunisie

« Ils sont jeunes, intellos, dynamiques et grandement armés pour réussir dans le métier. »

Kapitalis
L'actualité AUTREMENT

« Le seul organisme d’information à offrir une couverture de l’actualité locale en anglais à une audience internationale. »

Courrier
international

« A spokesman for the Justice Ministry did not provide details about the investigation, according to the local news site Tunisia Live ... Hend Hassassi contributed reporting from Tunis. »

The New York Times

« TunisiaTalks est une initiative lancée par Tunisia-Live.net et Zied Mhirsi (@zizoo) pour "établir une communication directe entre les acteurs actuels de la scène politique tunisienne et les citoyens tunisiens". »

Le Monde.fr

« Tunisia Live reported the top elections official, Kamel Jendoubi, said while the polling went smoothly without major problems or interruption, there were some electoral infractions. »

UPI.com
100 YEARS OF JOURNALISTIC EXCELLENCE

PRINT



TV



WEB



RADIO



PRESS AGENCY





1- Large Banner "TOP" 728 x 90

4- Video Banner 300 x 50

2- Rectangle Medium Banner 320 x 150

5- Large Banner "BOTTOM" 728 x 90

3- Rectangle Large Banner 250 x 300



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