



tunisialive



MEDIA KIT 2013



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.

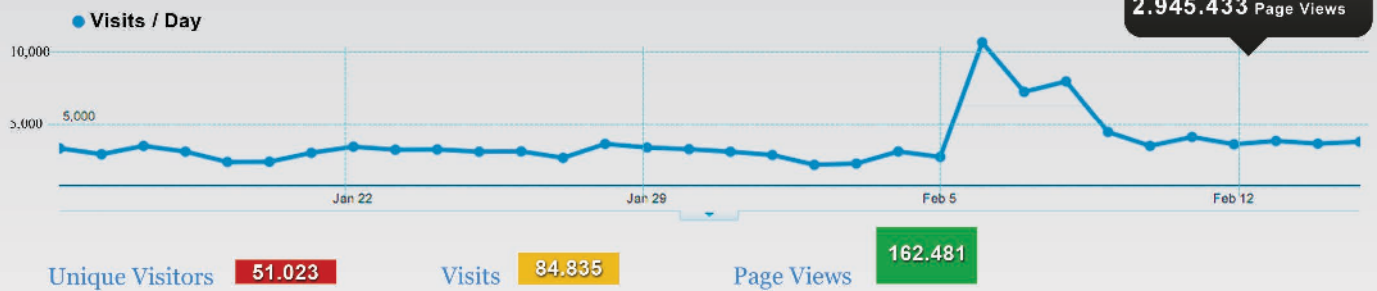
CONNECTING TUNISIA TO A GLOBAL ENGLISH SPEAKING AUDIENCE

TUNISIA LIVE REACHES A GLOBAL AUDIENCE

Tunisia Live is a reference for Tunisia on Google. We are a first landing website for thousands of people who go online to search about Tunisia.



VISITORS OVERVIEW between January 15th and February 15th

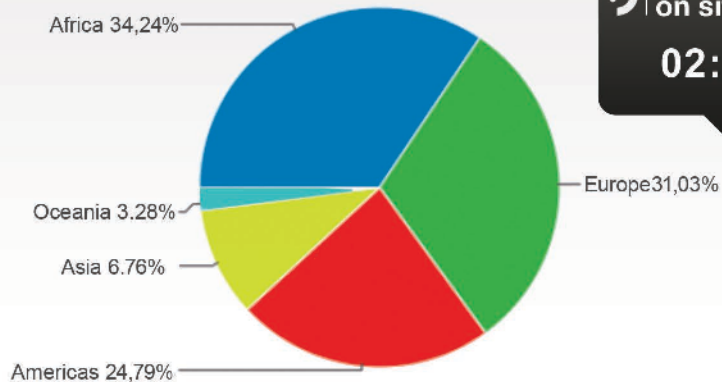


Lifetime
 915.402 Unique Visitors
 1.522.467 Visits
 2.945.433 Page Views

VIEWERS BY COUNTRY

Country / Territory	Visits
Tunisia	26.501
United States	17.824
United Kingdom	8.502
Germany	3.406
France	3.343
Canada	2.467
Italy	2.155
Malaysia	1.927
Netherlands	1.278
Sweden	0.941

VIEWERS BY CONTINENT



Average time on site
02:27

ENGAGING A COMMUNITY OF USERS THROUGH FACEBOOK

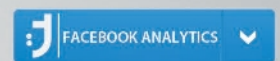


TUNISIA LIVE IS A FAST-GROWING FACEBOOK COMMUNITY

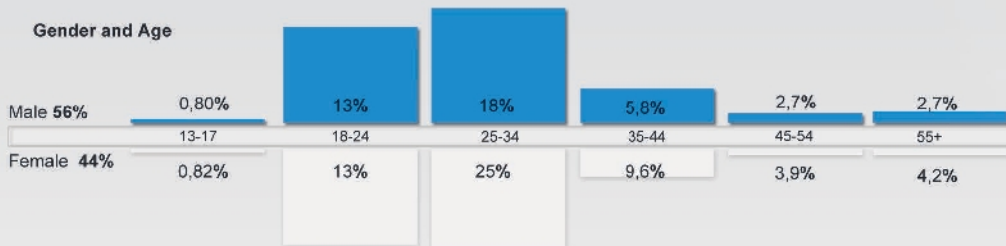
We are a trusted, independent source of verified news and information.

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 between January 15th and February 15th



GEOGRAPHIC REACH OVER THE LAST 3 MONTHS

15.576 TUNISIA

872 AMERICAS

381 EUROPE

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.



43.757 People who see our posts on facebook per week

CONNECTING WITH A COMMUNITY OF USERS THROUGH VIDEO

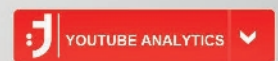


TUNISIA LIVE IS A FAST GROWING YOUTUBE COMMUNITY

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.

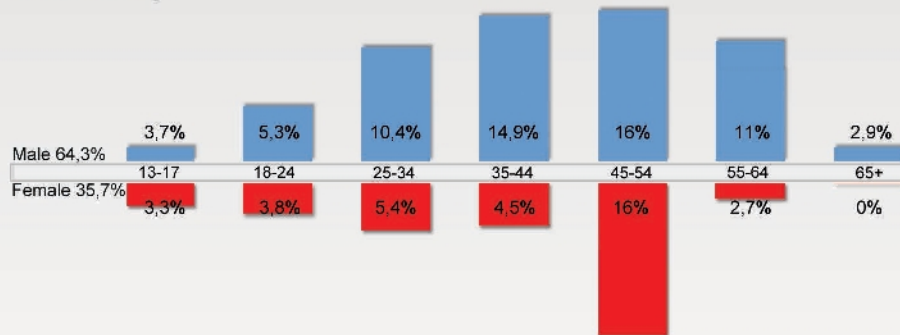


AUDIENCE DEMOGRAPHICS between January 15th and February 15th



414.175+

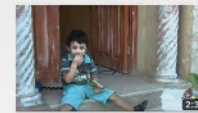
Gender and Age



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 Djerba...
3 027 vues il y a 5 mois



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

QUALITY VIDEO FOR AN ENGAGED COMMUNITY

VIEWERS BY COUNTRY

3,921 TUNISIA

1,223 FRANCE

0,648 U.S.A

We offer interactive video content with advanced features allowing rich interaction with community members. More than 414,175 views across 178 videos.



178+



10,787 Views



1- Leaderboard 728 x 90

2- Full Banner 468 x 60

3- Medium Rectangle 300 x 250

4- Medium Rectangle 300 x 250

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 2012
Le magazine français des tunisiens

« 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



WALL STREET JOURNAL



TV



WEB



RADIO



PRESS AGENCY





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