



DIGITAL
ADVERTISING

CAMPAIGNS WITH A
STRONG IMPACT,
THE ONLINE TOOLS
TO GAUGE
PERFORMANCES,
TIME SAVING AND
VERSATILITY FOR
ONLINE CAMPAIGN
SET-UPS,
INTERACTIONS WITH
USERS, ACCURATE
SEGMENTATION OF
CHOSEN TARGETS.



CONTACT DIRECTLY

OUR PASSIONATE OUTDOOR SPORTS READERSHIP

FRENCH OR INTERNATIONAL THANKS TO THE
ENGLISH VERSION.

IMMEDIATELY REACH

CSP+ PRACTITIONERS

60% OF THE READERSHIP IS BETWEEN THE AGE OF 18 AND 25.

TARGET

THE FRENCH AND ENGLISH SPEAKING PUBLIC DIRECTLY

43% OF THE READERSHIP REGULARLY CONNECT TO THE
ENGLISH VERSION OF TEST4OUTSIDE.COM: USA, CANADA,
AUSTRIA, GERMANY, SWITZERLAND, SCANDINAVIA, GB, SPAIN,
AND MORE.

REINFORCE YOUR IMAGE

YOUR PRODUCTS AND SALES BY BEING VISIBLE IN A HIGH
QUALITY EDITORIAL ENVIRONMENT WITH FLUID ONLINE
GRAPHICS.

DIGITAL ADVERTISING

TEST4OUTSIDE, APPROVED GEAR BY EXPERTS !

The outdoor test website for Skiing, Trail Running, Hiking, Triathlon, Cycling, and more. Sharp but accessible content so you don't make equipment purchasing errors. Editorial professional teams in benchmark testing. A captivated audience with strong purchasing power, alert to the latest equipment.

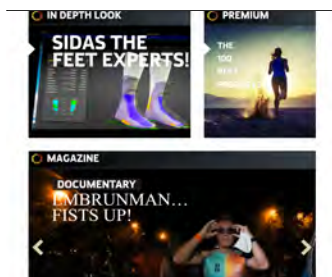
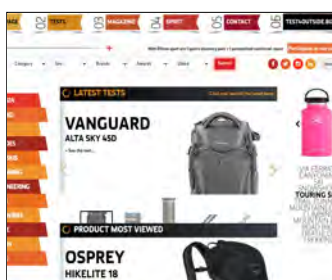
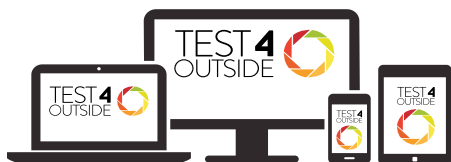
SOCIAL NETWORKS TO SHARE TEST4OUTSIDE.COM CONTENTS

All tests are shared on all social networks.



EFFICIENT, FLUID AND REACTIVE LEGIBILITY

Optimized navigation for smart phones and tablets.



The background of the entire page is a photograph of a person, possibly a hiker or runner, in a forest. The person is wearing a dark cap and a dark shirt, and is captured in a dynamic pose as if moving through the woods. The forest has many thin, vertical tree trunks, and the lighting is warm, with a strong orange and red glow, suggesting either sunrise or sunset. In the top right corner, there is a large, white, stylized logo that resembles a stylized 'E' or a compass rose.

**GB
USA
SWISS
CANADA
SPAIN
AUSTRIA
GERMANY
SCANDINAVIA**

THE INTERNATIONAL CHOICE

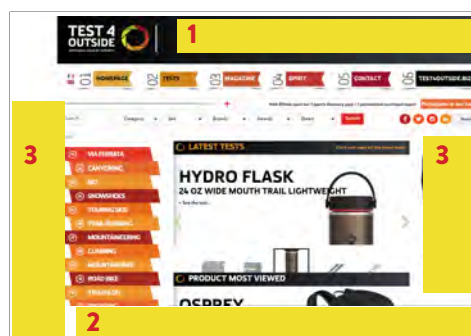
**ADVERTISING RATES TO CHOOSE FROM FOR THE TEST4OUTSIDE.COM FRENCH
VERSION OR ENGLISH VERSION. NATURALLY THERE IS THE POSSIBILITY TO
ADVERTISE ON BOTH VERSIONS BY USING THE INTERNATIONAL OPTION.**

DIGITAL ADVERTISING

VISIBILITY ON TEST4OUTSIDE.COM

(ADVERTISING SPACES)

- 1 / HEADER
- 2 / FOOTER
- 3 / BANNIERE Left/right



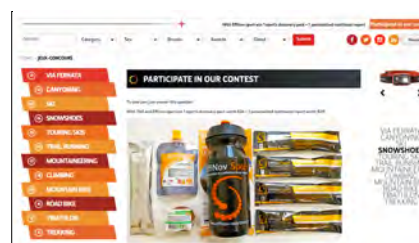
BRAND CONTENT

A dedicated area for factory visits, materials, a brand's history: the tab "In Depth Look" in Homepage. Pertinent contents created by editorial journalists.



THE QUIZ

Competitions are win-win: your products get more visibility with the power to attract winners! Published in FR and ENG.



NEWS POWER

THE TEST4OUTSIDE.COM NEWSLETTER

Quality editorial content and dedicated advertising spaces. The combination of a captive audience and high visibility brands.



ADVERTISING SPACES:

- HEADER
- DEDICATED SPACE
- FOOTER

FORMAT

ADVERTISING FORMATS & TECHNICAL ELEMENTS

POSITIONING

HEADER + FOOTER desktop 728 x 90.

VERTICAL BANNERS desktop (left/right) 300 x 600.

FAST RESPONSE BANNERS (mobile + tablet) 300 x 250.

HEADER + FOOTER REACTIVE DISPLAY (mobile + tablet) 320 x 90.

Provide creations with a redirected URL.

Creations can be provided. Contact us.

FORMATS & DEFINITION

Jpeg – Gif – Gif animated – Html ou Html 5. Video file. Definition: 72 dpi.

RATES

BANNERS (CPM DISPLAY)

Reactive display also available
(Mobiles + Tablets)

Header

22 € VAT NOT INCL.

LEFT BANNER

17 € VAT NOT INCL.

RIGHT BANNER

19 € VAT NOT INCL.

FOOTER

15 € VAT NOT INCL.

INTERNATIONAL OPTION

Display on both versions

Test4outside.com: French AND
English. Be visible on TWO
websites!

250 € VAT NOT INCL.

BRAND CONTENT & HOMEPAGE*

500 € VAT not incl.

THE QUIZ/GAME*

390 € VAT NOT INCL.

THE NEWSLETTER*

Test4outside.com

Header (600x256)

200 € VAT NOT INCL.

Footer (600x256)

100 € VAT NOT INCL.

DEDICATED POSITIONING*

350 € VAT NOT INCL.

Provide: URL correspondent.

Display capacity: from 1 to 3
visuals, from 1 to 3 texts. Sent
to 53,000 addresses of
passionate outdoor sports
enthusiasts. Average opening
rate 30%.

A NEWSLETTER DEDICATED TO YOUR BRAND

Shipping costs, invoicing by
contact: **0,10 Euro** VAT not
incl.

Sent to 53,000 addresses
of passionate outdoor sports
enthusiasts.

Provide: VAT not incl. ML
code newsletter + visuals +
date and time sent + URL
Google account Analysis + 1
e-mail address to slide into the
attached sent file.

650 € VAT NOT INCL.

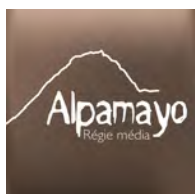
CADVERTISING BANNERS CREATION

250 € VAT NOT INCL.

PHOTOGRAPHIC PRODUCTION: ACTION PHOTOS, FACTORY SITE VISITS, REPORTAGE.

Contact us.

**Conditioned to the purchase of a banner of 100,000 displays minimum*



Media sales agency
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