

FLASH INFO PARIS

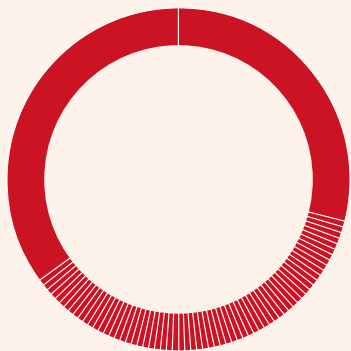
JANUARY 2015



78 200
UNIQUE VISITORS
129 430 VISITS

51%
INTERNATIONAL

3 194
BRANDS



68 %
BUYERS

Retailers _____ 50 %
Department stores
and chains _____ 4%

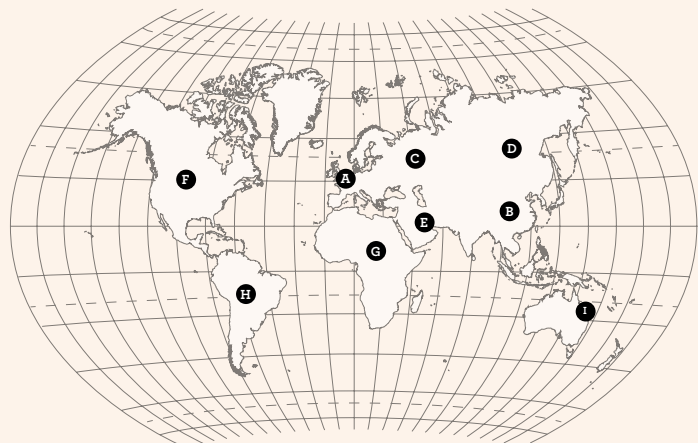
32 %
SPECIFIERS

Architects _____ 66 %
Project managers _____ 19%

TOP 10 VISITORS

1. FRANCE	38 141
2. ITALY	5 216
3. GREAT BRITAIN	4 068
4. BELGIUM	3 412
5. GERMANY	2 832
6. SPAIN	2 031
7. CHINA	1 952
8. NETHERLANDS	1 893
9. UNITED STATES	1 892
10. SWITZERLAND	1 840

GEOGRAPHICAL SOURCES OF BUYERS MAISON & OBJET



A 62 048
EUROPEAN UNION
+ FRANCE

B 6 001
ASIA

E 2 383
MIDDLE EAST

C 2 283
WESTERN EUROPE
(NON-EU)

F 2 073
NORTH AMERICA

D 1 487
EASTERN EUROPE
(NON-EU)

G 1 088
AFRICA

H 501
LATIN AMERICA

I 336
OCEANIA



162 688
FACEBOOK
FANS



13 000
TWITTER
FOLLOWERS



1 991
INSTAGRAM
SUBSCRIBERS