testavis

MEDIA KIT 2026 · BRAND PARTNERSHIPS

Get your brand in front of French consumers.

Testavis is an independent French media covering products and services since 2014. We test your product in real conditions. Then we publish the review on Google, YouTube and TikTok.

1.7 M
visitors per year on average

2.9 M
page views per year

187 k
YouTube views per year

7
visibility channels per review

testavis.fr/partenariat-en

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AUDIENCE PROFILE

A qualified, French and active audience

Readers come to Testavis when they compare products before buying. Most of them find us through Google.

WEB AUDIENCE · TESTAVIS.FR

1.7 M
visitors per year on average

2.9 M
page views per year

2.2 M
sessions per year

88 %
new visitors

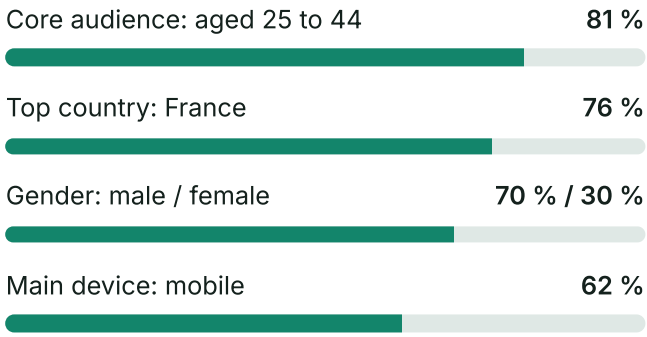
YOUTUBE AUDIENCE

187 k
views per year

1,329
subscribers

2,800 h
watch time per year

YOUTUBE DEMOGRAPHICS



ONE TESTAVIS REVIEW = 7 VISIBILITY CHANNELS IN FRANCE

1 Article ranked on Google.fr

2 Google News France

3 Photos in Google Images

4 Google Discover France

5 Video on YouTube

6 Video on TikTok

7 AI search engines

AI engines such as ChatGPT, Perplexity and Gemini draw on well ranked editorial content. Visibility there is an extension of search ranking.

AS SEEN IN THE PRESS

Le Figaro · Le Parisien · BFM TV · Capital · 60 Millions de Consommateurs · Ouest-France · HuffPost · Le JDD · Europe 1 · Elle · Grazia · Cosmopolitan · Marie Claire · Femme Actuelle · Public · Au Féminin

Sources: Google Analytics testavis.fr (last 12 months) and YouTube Studio, Testavis channel (last 365 days).

WHY TESTAVIS

An authentic test. Lasting visibility.

Consumers look for reviews before they buy. A Testavis review answers their questions with a real test, real photos and a real video.

Long-lasting Google ranking

Our articles are optimised for the queries typed at the moment of purchase, such as «product review» or «brand review».

Google News and Discover

Each review is published in Google News. It reaches French consumers who follow product news on their smartphone.

Authentic photos and video

10 to 20 HD photos and a review video on the Testavis YouTube channel. Your product is shown in real-life use, not in a marketing shoot.

Independent test

Our team tests your product like an everyday consumer. A mattress is tested for 30 nights. An electronic device for at least 2 weeks.

Content that stays online

A paid campaign stops when the budget runs out. Your Testavis article stays indexed and keeps bringing traffic.

Tracked links and affiliation

Each article includes a tracked link to your site. An affiliate partnership can be added to measure sales.

TESTAVIS VS THE ALTERNATIVES

CRITERION	TESTAVIS	ADVERTISING	PR	INFLUENCER MARKETING
Product content	Real-world usage test	Ad copy written by the brand	Press release reproduced as is	Short sponsored story, no in-depth test
Photos and video	10 to 20 HD photos + YouTube and TikTok video	Single advertising visual	Press visuals, often generic	Ephemeral content, not indexed by Google
Visibility duration	Indexed for years	Stops with the budget	Buried in the news flow within 24 to 48 h	Buried in the feed within 24 to 48 h
Search ranking	SEO optimised, Schema.org	Not indexed	No optimisation	No keyword targeting
Google News and Discover	Automatic publication	Not eligible	Possible but ephemeral	Not eligible
Reusable content	Reuse rights included	Disposable banner	No usable content	Rights rarely included
Cost	Fixed rate from €760 excl. VAT	€0.50 to €3 per click, recurring	Agency: €2,000 to €5,000 per month	€1,000 to €8,000 per post

CASE STUDIES

Real results from our partners

Each review below combined an article, photos, a YouTube video and a TikTok video.

MATTRESS AND BEDDING

Emma • Full mattress review

Article + Photos + YouTube video + TikTok

11,000	7,000	16,000	€27,000
article views	YouTube views	TikTok views	affiliate revenue

AUTOMOTIVE AND MOBILITY

Ulys • Toll pass review

Article + Photos + YouTube video + TikTok

19,000	36,000	33,000	€7,800
article views	YouTube views	TikTok views	affiliate revenue

OUTDOOR AND GARDEN

Campingaz • Barbecue review

Article + Photos + YouTube video + TikTok

17,000	13,000	1,300
article views	YouTube views	TikTok views

HOSPITALITY

CLUB HOTEL · CORSICA

Marina Viva

Article + Photos + Video + TikTok

15,249 reads · 7,390 YouTube views · Top 2 on Google

HOLIDAY RESIDENCE · VAUCLUSE

Arts et Vie, Malaucène

Article + 10 photos + Video + TikTok

YouTube and TikTok videos embedded in the article

3-STAR HOTEL · PORNIC

Westotel Pornic

Article + 40 photos

40+ HD photos · 5/5 rating

OUR PLANS

Transparent pricing, no surprises

All prices exclude VAT. A 50 % deposit is due upon order.

Your News

€760

excl. VAT

- Article about your news: launch, offer or event
- Live within 24 h after approval
- Published on testavis.fr
- Google News and Google Discover indexing
- Optimised for search engines and AI tools
- Link to your website
- Unlimited lifespan: the article stays indexed

Article + Photos

€1,770

excl. VAT

- Real-world product test by our team
- Article of 1,000+ words
- 10 to 20 original HD photos
- Full SEO optimisation (meta tags, Schema.org)
- Publication on testavis.fr
- Performance report at 30 days
- Article reuse rights

MOST POPULAR

Article + Photos + Video

€2,790

excl. VAT

- Everything in the Article + Photos plan
- Review video of 5 to 10 minutes, filmed and edited
- Published on Testavis YouTube and TikTok
- Thumbnail optimised for clicks
- Social media distribution
- Combined article and video report

Hotels, campsites and holiday residences

A complimentary stay can replace the invoice.

- Article + Photos: 5-night stay
- Article + Video: 7-night stay

Custom quote

For multi-product campaigns or specific industries, we build a dedicated proposal.

WHAT'S THE DIFFERENCE BETWEEN NEWS AND TEST?

The News plan publishes information you provide, or that we write for you. The Test plans involve a real product test by our team, with original photos, video and an independent review. A test has a much stronger search impact and credibility.

HOW IT WORKS

4 steps, from brief to report

Allow 15 to 30 days between product receipt and publication, depending on the test duration.

01

Quote and brief

You contact us. We reply within 48 business hours with a quote and a personalised brief.

02

Test and production

Our team tests your product in real conditions. HD photos, video and full article.

03

Approval and publication

You review the article before publication. Once approved, it goes live on testavis.fr.

04

Distribution and report

Google News, Discover and social sharing. Performance report at 30 days.

OUR COMMITMENTS

Right of review

You read the article before publication. You can request factual corrections, such as prices or specifications. The editorial opinion remains our tester's. This independence gives the review its credibility.

If the test is negative

We discuss major flaws with you before publication. You can choose not to publish. In that case only production fees are billed.

Reuse rights

Photos, video and text can be reused on your website, product pages and social channels. Content stays attributed to Testavis.

30-day report

A performance report with views, Google rankings and traffic generated.

Ready to give your brand visibility?

Request a free quote. Reply guaranteed within 48 business hours, with no commitment.

QUOTE FORM
testavis.fr/partenariat-en

PHONE
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EMAIL
gwendal.cosson@testavis.fr

FOLLOW US
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@tiktoktestavis