

CAROLINE *Daily*

The leading blog on the French Fashion industry

MARKET POSITION:

Carolinedaily.com is the blog/diary of the journalist Caroline de Surany. It is the leading blog on the French Fashion industry.

Carolinedaily.com targets mainly women (60%), aged between 25 and 49.

	Purefans.com
Unique Visitors	369 000
Impressions	3 578 000
Time spent per visit	0:06:38

Nielsen Net Ratings, January 2011

WEBSITE CONTENT:

The objective of **Carolinedaily.com** is to make fashion easier to understand as well as talking it from an amusing point of view. It discusses shopping and gives advice and ideas to the 30 years-old female audience.

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk