

Cuisine Actuelle.fr

Upscale cooking website for women

MARKET POSITION:

Cuisineactuelle.fr is an upscale cooking website that targets mainly women (68%, indice 134) aged 25 to 49 of an AB population who are working. It approaches cooking through new angles, from a photographic and editorial point of view. The website is dedicated to all gourmets, beginners, confirmed or experts, but most importantly to all women who aspire to a new cooking website, both chic and modern."

	Cuisineactuelle.fr
Unique Visitors	721 000
Impressions	2 614 438

Source: Mediametrie October 2010

WEBSITE CONTENT:

Cuisineactuelle.fr allows visitors to find out sophisticated recipes tested and approved by culinary journalists:

- Professional recipes concocted by Prisma's culinary journalists. Videos, home-made and chef's recipes with Femmeactuelle.fr
- 15 000 recipes and videos
- Useful information: all the techniques of cooking. Cookwares available on an online shop.

TECHNICAL SPECIFICATIONS:

Please contact us for details

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