



Leading French website for women 45+

MARKET POSITION:

Femmesplus.fr is the first French website dedicated to women 45+. It targets active women (82 %) and the medium age of visitors is 50.

		Femmesplus.fr
Impressions	<i>Xiti last 30 days</i>	4 ,000,000
Unique visitors	<i>Nielsen Jan 2011</i>	800,000

EDITORIAL PROFILE:

After 45 years old, women are more feminine than ever and are always looking for information and advice corresponding to their generation. **Femmesplus.fr** provides answer to their questions. Every day, a team of specialized journalists put online new articles on: beauty, fashion, diet, psychology, society, etc. All the editorial content of the website is checked by a specialist team of the women press.

Femmesplus.fr is divided into 12 sections: Action, Astrology, Love, Beauty, Energy, House, Celebrities, Psychology, Leisure, Style, Videos and Quiz & Games.

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

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