



The alliance of female brands on the web

CORE TARGET:

Mediafemme.com mainly targets a female ABC1+ audience with a core target age between 25 and 49 years (63% of the audience are between 25 and 49 years old and 56% are women). 45% are ABC1+.

	Mediafemme.com
Unique Audience	3,248,000
Impressions per months	76,000,000

Nielsen Netratings Feb 2008

CONCEPT:

Mediafemme.com is the upmarket feminine offer on the web, with a coupling of 12 websites of press brands dedicated to women: Elle.fr, Marieclaire.com, Psychologies.com, Glamour.com, Lefigaro.fr/madame, vogue.com, Parents.fr, Infosbebes.com, Famili.fr, Marieclairemaison.com, Femina.fr, and Mood.fr.

An upmarket offer:

- Experience and knowledge of strong brands in the women universe.
- A heart target composed of ABC1+ women.

A simple and efficient offer:

- Integrated formats that have an impact.
- A unique speaker, only one order for a single campaign.

ADVERTISING RATES 2011:

Proposal on request

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details