



Health information for the 50+ target audience

MARKET POSITION:

Medisite.fr is the first French website dedicated to health. It targets 50 years old women (59%) and active people (78%).

		Medisite.fr
Impressions	(Xiti last 30 days)	5 000 000
Unique visitors	(Nielsen Jan 2011)	900 000

EDITORIAL PROFILE:

Health is at the heart of French people preoccupations. **Medisite.fr** is a mass market health website which answers questions of the daily life: health news, articles, guides (prevention, nutrition, cholesterol, news medicines, menopause, hypertension, etc.). All the articles of the website are checked and certified by a doctor.

Medisite.fr is divided into 10 sections: News, Illnesses & diseases, Medicine, Nutrition, Diet, Sexuality, Alternative medicine, Well-being & beauty, Psychology and Practical health guide

TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk