



The women lifestyle website from France's leading newsmagazine

MARKET FACTS:

Launched in 2007, **Obstyles** targets women aged between 30 and 35. Its core target is An AB+, urban and active consumer woman, **Obstyles** is aimed to inform and entertain women concerned about their lifestyle.

Supported by a powerful campaign (radio, self promotion in titles and websites of the group...), **Obstyles** aims to reach 350,000 unique visitors by the end of 2007. The month of its launching, **Obstyles.com** already attracted 30 000 UV.

WEBSITE PROFILE:

The content of **Obstyles** is exclusive online. **Obstyles** takes advantage of an important editorial staff supervised by Marie Pierre Lannelongue (*Elle*). The website offers 10 sections: Fashion, Beauty, High Tech, Travel, People, Cooking, Design, and Culture...These sections will be regularly updated and 2 others will be added: Jewellery and Children.

RATES 2011:

Please contact us for details.

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