



Leading general interest website for the 50+ target audience

MARKET POSITION:

Planet.fr is the first general interest website dedicated to the 50+ audience. The website provides information to women (56%), ABC1 and working (70%).

493 000 of the audience is CSP+.

	Planet.fr
Unique Visitors	2,139,000
Impressions	98,369,000
Time spent per UV	0:20:13

Source: Nielsen Net Ratings Feb 2011

EDITORIAL PROFILE:

Planet.fr answers all the questions of the 50+ generation and is about purchasing power, patrimony, solidarity, health, well being, pleasure, travel, etc.

Planet.fr benefits from the expertise of specialized journalists and professionals (doctors, financial advisors, politicians, etc.) thanks to special experts web meeting. The website has a unique and practical approach of those issues and gives importance to users questions.

The website is divided into 14 sections: News, Money, Cars, Beauty, Cooking, Employment/Retirement, Environment, High Tech, Humour, House, Psycho, Health, Videos and Travel.

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

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