



“The biggest gardening on line”

MARKET POSITION:

Plantes-et-jardins.com is a website from Group Prisma Presse with a unique positioning in the gardening area. It is the biggest gardening on line.

Plantes-et-jardins.com mainly targets a female audience, aged between 35 and 49 years old (28.7% P.C + Indice-127).

	Plantes et Jardins.com
Unique visitors	713,000
Impressions	8,358,000

Source: Nielsen Net Ratings Feb 2011

CONCEPT:

- Find out plants's secrets and richness to understand and out in practice experts' advises
- Over 8000 plants coming from famous horticulturists
- Tricks available on an electronic catalogue with technical characteristics
- Advises to help and guide the Internet user to work his/her garden
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TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

Please contacts us for details

If you would like to receive copies, a media pack or coverage rankings, please contact
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