



The leading French editorial about music current affairs

MARKET POSITION:

Purecharts.fr (chartsinfrance.net) is all about music current affairs, exclusive programmes realized with music labels and the exclusivity on TOP sales. The community brings together thousands of members.

Purecharts.fr targets men (48%) and women (52%), aged 25-34 years old.

	Purecharts.fr
Unique Visitors	547 000
Impressions	5 540 000
Time spent	0:05:2 6

Nielsen Net Ratings, December 2010

WEBSITE CONTENT:

Purecharts.fr proposes an editorial integration, for example: "Jeunes talents" by Credit Mutuel:

- A focus every 15 days on a "new face": editorial content, interview text & video, acoustic live
- A participative event to end the disposal: election of the New Face of the year
- 360° workable content: advertiser website, Facebook page, etc.

ADVERTISING RATES 2011:

Position	Size	Gross CPM
Design Home Page 1 day on the 3 websites : <i>Puremedias/ Purecine/ Purecharts</i>	Header + rotation + exclusivity formats	Fixed rate : 60 000 €
Interstitial pre-home	800 x 600	120 €
Mega banner	728 x 90	50 €
Mega banner expand	728 x 90 + 728 x 300	60 €

TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

Please contact us for all details

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