



The Cinema, by the Cinema, for the Cinema

MARKET POSITION:

Purecine.fr (*cinemovies.fr*) is all about cinema news in France and in the United States, and watched by the cinema people.

Purecine.fr targets men (50.5%) and women (49.5%), aged between 25 and 34 and CSP +.

	Purecharts.fr
Unique Visitors	646 000
Impressions	4 593 000
Time spent	0:03:36

Nielsen Net Ratings, December 2010

WEBSITE CONTENT:

Purecine.fr proposes:

- Interviews
- Videos programmes
- Releases
- Forecasts
- Teasers
- Reporting

ADVERTISING RATES 2011:

Position	Size	Gross CPM
Design Home Page <i>1 day on the 3 websites : 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

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