



The website of reference about TV and media news

**MARKET POSITION:**

**Pure medias.fr** (ozap.com) is the French leading website on TV & Medias latest news and events in this area.

**Pure medias.fr** targets mainly men (59.5%) but also women (40.5%), aged between 25 and 34 and CSP +.

	Pure medias.fr
Unique Visitors	764 000
Impressions	13 062 000
Time spent	0:10:12

Nielsen Net Ratings, December 2010

**WEBSITE CONTENT:**

**Pure medias.fr** proposes:

- News in preview
- Exclusive programmes and interviews
- Some applications to experience real-time TV.

**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

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