



The website of reference regarding Stars' current affairs, for all brands

**MARKET POSITION:**

*Purepeople.com* carries in depth Star's news with an editorial content of high quality.

*Purepeople.com* targets mostly women (54%), aged between 25 and 34 and CSP+.

	<b>Purefans.com</b>
<b>Unique Visitors</b>	3 003 000
<b>Impressions</b>	38 141 000
<b>Time spent</b>	0:05:57

Nielsen Net Ratings, January 2011

**WEBSITE CONTENT:**

*Purepeople.com* is a powerful medium for all brands and advertisers who are looking to reach a young CSP+ women audience thanks to a content of high quality using the Stars' visibility.

**ADVERTISING RATES 2011:**

<b>Position</b>	<b>Size</b>	<b>Gross CPM</b>
Design Home Page 1 day <i>Interactive video or classical</i>	Header + rotation + exclusivity formats	Fixed rate : 40 000 €
Interstitial pre-home	800 x 600	180 €
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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