



The leading shopping guide for women

MARKET POSITION:

Pureshopping.com (shopoon.fr) is the leading shopping guide for women, specializing in fashion, home and beauty.

Pureshopping.com targets mainly women (54%) who shop online, who are aged between 25 and 49 and CSP+ .

	Purefans.com
Unique Visitors	1 656 000
Impressions	8 749 000
Time spent	0:02:16

Nielsen Net Ratings, January 2011

WEBSITE CONTENT:

Pureshopping.com proposes innovative research technology to enable advertisers to analyse their results:

- Browse and search by various criteria
- Semantic search engine
- Search by visual similarity
- Search by colour
- Search by brand

ADVERTISING RATES 2011:

Position	Size	Gross CPM
Design Home Page	Header + rotation + exclusivity formats	200 €
Interstitial pre-home	800 x 600	150 €
Mega banner	728 x 90	40 €
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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