

# PURETREN D

Online fashion, beauty and jewellery magazine

## MARKET POSITION:

**Puretrend.com** is an online fashion, beauty and jewellery magazine.

**Puretrend.com** targets mainly women (60%) who are shopping online, who are aged between 21 and 34 and CSP+.

	Purefans.com
Unique Visitors	501 000
Impressions	8 804 688
Time spent	0:03:14

Nielsen Net Ratings, January 2011

## WEBSITE CONTENT:

**Puretrend.com** contains upmarket content providing a good advertising environment for brands. **Puretrend.com** succeeds in integrating fashion shows and trends with what women want to buy.

- Trends analysis
- Street style, fashion shows looks
- Fashion shows of most famous designers
- Way of shopping: all the products and fashion brands available online

## ADVERTISING RATES 2011:

Position	Size	Gross CPM
Design Home Page 1 day <i>Interactive video or classical</i>	Header + rotation + exclusivity formats	25 000 €
Interstitial pre-home	800 x 600	150 €
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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GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)