



The fan community network

**MARKET POSITION:**

**Purefans.com** is the leading website network about music, cinema, TV, fashion and celebrities. The fans are responsible for the official content.

**Purefans.com** targets mainly women (66%), aged 15-34 years old. There are 143 000 subscribers with 72% between 12 and 24.

	Purefans.com
Unique Visitors	930 000
Impressions	14 443 000
Time spent	0:05:00

Nielsen Net Ratings, December 2010

**WEBSITE CONTENT:**

**Purefans.com** has innovative format, a great visibility vector to the young target.

**Purefans.com** proposes Pure Fans Sessions: an unusual press conference, followed by a private concert, where 30 fans are chose from 5 000 to “interview” their favourite artist. A real TV studio is built for this occasion; 1h30 of questions/answers followed by a 4 songs live; many video formats produced and used on the platform.

**ADVERTISING RATES 2011:**

Position	Size	Gross CPM
Design Home Page 1 day <i>Interactive video or classical</i>	Header + rotation + exclusivity formats	Fixed rate : 25 000 €
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

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