

# DANDIES.fr

BLOG DANDY SUR LA MODE HOMME

A French website about the fashion men world

## MARKET POSITION:

**Dandies.fr** is part of MenInvest Group which is a leading group to reach up-market men from 25 to 49 years old. 67% of French men no longer regard typical female topics like fashion as taboo. Men wish to be individualised and choose for themselves. MenInvest proposes 6 specially designed offers at 80% of men with 7.5 million of Unique Visitors and 80 million pages viewed. The 6 packs are culture and entertainment, lifestyle, cars, sport, news/finance and high tech mobility.

	Dandies.fr
Unique Visitors (per month)	60,000
Impressions (per month)	130,000
Time spent per UV (per month)	07:10

Source: Publisher figures May 2012

## WEBSITE PROFILE:

**Dandies.fr** was launched in 2008 and specializes in men's fashion, constantly in search of the novelties and of the male elegance. **Dandies.fr** approaches any kind of subjects: clothes, literature... but also automobile and high tech. The purpose of this blog is to try to draw little by little the image of the Dandy of the 2000s.

## ADVERTISING RATES 2018:

Format	CPM €	Size
Leaderboard	40 €	728 x 90
Leaderboard expand	50 €	728 x 180
MPU	55 €	300 x 250

## TECHNICAL SPECIFICATIONS:

Please contact us for all details

## CREATIVE DEADLINE:

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