



The French social humoristic network of soccer

**MARKET POSITION:**

**Footito.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.

	<b>Footito.fr</b>
<b>Unique Visitors (per month)</b>	100 000
<b>Impressions (per month)</b>	1 100 000
<b>Time spent per UV (per month)</b>	08:50

*Source: publisher figures May 2012*

**WEBSITE PROFILE:**

**Footito** has an original and simple concept. It allows soccer fans to propose funny and humoristic status or comment on football with the player they admire (a club, a soccer player...). Then the other web users decide whether it is funny or not. If the comment/status gets a score of positive votes, it is put online. The model has tremendous appeal and targets young men fan of football.

**ADVERTISING RATES 2018:**

<b>Format</b>	<b>CPM €</b>	<b>Size</b>
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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