



French website about cars

MARKET POSITION:

Le blog auto is a part of MenInvest Group which is a leader of the upscale professional male target between 25-49 years old. For 67% of men, certain topics are no longer dedicated just to women. Men want to be themselves and simply treat themselves. MenInvest offer 6 packs targeted at 80% of men with 7.5 million of Unique Visitor and 80 million pages viewed. The 6 packs are culture and entertainment, lifestyle, cars, sport, news/finance and high tech mobility.

	Le blog Auto
Unique Visitors (per month)	500 000
Impressions (per month)	2 000 000
Time spend per UV (per month)	03:40

Source: publisher figures May 2012

WEBSITE PROFILE:

Le blog auto is a website provides information about cars, innovation, news ... of the world of cars. It also has an online shop.

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:

Please contact us for details

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GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk