



French general information website on all kind of smartphones

### **MARKET POSITION:**

**Le Journal du Smartphone.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>Le journal du smartphone</b>
<b>Unique Visitors (per month)</b>	40 000

*Source: Publisher figures May 2012*

### **WEBSITE PROFILE:**

Lejournaldusmartphone.fr was launched in November 2009 and provides general information about smartphones and their environment (app, accessories...). It deals with the latest news, accessories, applications, events, tests for smartphones. Its aim is to broadcast precise but also simple information for every smartphone owner, not only geeks and professionals. Their target is more pragmatic users of technology rather than early adopters of technology.

### **ADVERTISING RATES 2018:**

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