



“The biggest gardening on line”

MARKET POSITION:

Plantes-et-jardins.com is a website from Group Prisma Presse with a unique positioning in the gardening area. It is the biggest gardening on line.

Plantes-et-jardins.com mainly targets a female audience, aged between 35 and 49 years old (28.7% P.C + Indice-127).

	Plantes et Jardins.com
Unique Visitors (per month)	568,000
Unique Visitors (per day)	23,000
Pages Viewed (per month)	2,045,000
Time spent per UV (per month)	0:03:42

Source: Mediametrie NetRatings Fixe Sept 2017

CONCEPT:

- Find out plants’s secrets and richness to understand and out in practice experts’ advises
- Over 8000 plants coming from famous horticulturists
- Tricks available on an electronic catalogue with technical characteristics
- Advises to help and guide the Internet user to work his/her garden
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ADVERTISING RATES 2018:

FORMATS	CPM € (GROSS)	SIZE
Mega Banner	40 €	728 x 90
MPU	60 €	300 x 250
Button	30 €	300 x 110
MPU expand	70 €	300 x 600
Interstitial pre-home	90 €	800 x 600

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

Please contacts us for details