

SOBLACKTIE

An everyday journey in trends, luxe & fashion

- SINCE 2007 -

The French trends, luxury and fashion website for Men

MARKET POSITION:

Soblacktie 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.

	Soblacktie.com
Unique Visitors (per month)	12,000
Impressions (per month)	27,000
Time spend per UV (per month)	03:20

Source: Publisher figures November 2012

WEBSITE PROFILE:

Soblacktie.com was launched in 2007 and it specialises in trends, luxury and fashion. Soblacktie.com approaches various subjects such as fashion for men and women, culture of fashion or photography. The site also contains links to reach other websites dedicated to fashion and to current trends.

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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