



The French leader of web community for i-Pad products

MARKET POSITION:

VIPAd.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.

	VIPad.fr	Iphon.fr
Unique Visitors (per month)	130 000	520 000
Impressions (per month)	600,000	2,000,000
Time spend per UV (per month)	04:00	04:00

Source: Publishers figures May 2012

WEBSITE PROFILE:

Launched in March 2010 this website provides the latest news, advice and accessories about i-pads. It has a free mobile app available on app store called i-info (already 600 000 downloads), which is also the app for its twin website for iPhones, iPhone.fr. The website contains around 20 categories about various iPhone topics like applications, videos, tests, jokes... With 400 000 daily consultations, 16500 twitter subscribers and 12000 Facebook fans this website is the leader of the French web community interested in iPad products. Due to its position it can provide both internet and mobile visibility through its Website, its twitter and FB account (sponsored notes) and special offer campaigns to position an app on the top of the app store ranking.

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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