

leblogfinance

French informative and participative finance website

MARKET POSITION:

Le blog finance.com 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.

	Le blog finance.com
Unique Visitors (per month)	14 000
Impressions (per month)	77 000
Time spend per UV (per month)	03:00

Source: publisher figures May 2012

WEBSITE PROFILE:

Le blog finance.com is a blog of the social media group which tries to provide tailor-made services through its blogs. Le blog finance.com comments on trends on markets and is now a reference of the finance world. It was commended by Challenges as one of the most reliable finance blogs in France. Its expertise and main objective is to ensure the most reliable information concerning finance thanks to the participation of web users through comments and posts.

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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