



**The feminine website by TF1, is the ideal partner for women that are curious and bold**

**MARKET POSITION:**

*Plurielles.fr* is a web site of the Webedia group. *Plurielles.fr* caters for women and it is different than other websites in that it focuses purely a pleasure enjoying life to the full.

*Plurielles.fr* delivers 200 articles each week with an editorial staff of 5 dedicated and passionate journalists and 200 bloggers selected by *Plurielles.fr* to become « ambassadors » for their favourite topic (cooking, decoration, fashion, celebrities...)

	<b>Plurielles.fr</b>
<b>Unique Visitors (per month)</b>	<b>1,563,000</b>
<b>Impressions (per month)</b>	<b>8,844,000</b>
<b>Time spend per UV (per month)</b>	<b>00:01:49</b>

Source: mediametrie Net Ratings March 2013

**WEBSITE CONTENT:**

All the topics in relation with women's daily life in 6 columns:

Fashion

Beauty

People

Mom

Cooking

Decoration

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