



Stars, femininity and a zest of rudeness

**CORE TARGET:**

**Voici.fr** is the continuation of the leading women gossip magazine: **Voici** (Group Prisma Presse). Stars, femininity and a zest of rudeness ... **Voici** is the 3<sup>rd</sup> women weekly read by the women with 3,9150,000 readers every week (source: AEPM 2009). **Voici.fr** mainly targets a female audience, aged between 25 and 34 years old (50% readers are females, 44% are aged between 25 and 34). 40% of female readers have children aged less than 6.

	<b>Voici.fr</b>
<b>Unique Visitors (per month)</b>	1,814,000
<b>Unique Visitors (per day)</b>	109,000
<b>Impressions (per month)</b>	20,195,000
<b>Time spent per UV (per month)</b>	0:12:48

Source: Mediametrie NetRatings Fixe June 2019

**CONCEPT:**

Launched in 1987, **Voici** became the referent of the people press:

- A unique concept: 50 % of celebrities' news + 50 % of feminine columns = 100 % of humour!
- It reveals the life of celebrities without complex or kindness, but with the humour and the originality who made its success!
- **Voici**, it is also feminine columns very tendency: shopping, well-being ...

**Voici.fr** presents the subject of its cover and the celebrities' news of the week, published in the magazine. As the magazine, the site brings a moment of relaxation and restores the smile to its visitors.

**ADVERTISING RATES 2019:**

<b>FORMATS</b>	<b>CPM € (GROSS)</b>	<b>SIZE</b>
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:**

**CREATIVE DEADLINE:**

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