



The reference portal for men in France

MARKET FACTS:

13 million men in France are enthusiastic users of the Internet with around 56% of them who consider they cannot do without it. Consequently 01men.com is the first portal dedicated to their hobbies. **01men.com** was launched due to the success of *01net.com* which reaches more than 9.9 million men in France (Ipsos). They are usually all net surfers, executives and upper class men mainly interested in new technologies, sport, cars, cinema, holidays and travel.

	01men.com
Audience (per month)	480,000
Page viewed (per month)	1,961,000
Time spent per visit (per month)	0:01:49

Source: Mediametrie net ratings September 2013

SITE PROFILE:

01men.com is the first men's reference website in France. Through five main sections (Sport, Automobile, High Tech, Leisure and Lifestyle), **01men.com** guides, informs and helps men dealing with their every day life.

The website has been designed in a newsmagazine style with additional interactive features (video chats, voting, blogs, forums and surveys) and special event coverage (in tune with calendar highlights such as concerts). Fun and friendly, it includes exclusive interviews, films releases, news on sport events or new innovations such as IT gadgets and travel destinations. These are definitely essential for male surfers, and **01men.com** provides them with other sections dedicated to fitness or well-being for example.

With a strong promotion on and offline plus links from *01net.com*, **01men.com** achieved a massive 1,500,000 unique visitors in just 6 weeks.

ADVERTISING RATES 2014:

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