



The French website specialized in cars

MARKET POSITION:

Autonews.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.

	La revue automobile
Unique Visitors (per month)	400 000
Impressions (per month)	2 000 000
Time spent per UV (per month)	08:00

Source: publisher figures May 2012

WEBSITE PROFILE:

Autonews.fr is a collaboration with the magazine Auto-moto. It suggests you following the automobile current events examined closely by its editorial staff through photos, tests and exclusive information sheets. The reader can find various categories such as data sheets on cars, files on the car manufacturers, articles on cars and ecology etc.

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