



The French car blog, written by passionate drivers

MARKET POSITION:

Blogautomobile 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.

| | Blogautomobile |
|--------------------------------------|-----------------------|
| Unique Visitors (per month) | 380 000 |
| Impressions (per month) | 940 000 |
| Time spent per UV (per month) | 03:20 |

Source: publisher figures May 2012

WEBSITE PROFILE:

La revue Automobile was created in 2008 and provides information on cars in a different manner. They propose many different categories depending on the type of cars, brands, tests, news, mechanics, accessories...They want to be the

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