

DANDIES.fr

BLOG DANDY SUR LA MODE HOMME

A French website about the fashion men world

MARKET POSITION:

Dandies.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.

| | Dandies.fr |
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| Unique Visitors (per month) | 60,000 |
| Impressions (per month) | 130,000 |
| Time spend per UV (per month) | 07:10 |

Source: Publisher figures May 2012

WEBSITE PROFILE:

Dandies.fr was launched in 2008 and specializes in men's fashion, constantly in search of the novelties and of the male elegance. **Dandies.fr** approaches any kind of subjects: clothes, literature... but also automobile and high tech. The purpose of this blog is to try to draw little by little the image of the Dandy of the 2000s.

ADVERTISING RATES 2017:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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