



A key Media in the French E-commerce

MARKET FACTS:

Darty.com is a distributor of High-Tech and electronic products (computers, photo and video, audio, DVDs) in shops and on the Internet. **Darty.com** is in direct competition with traditional and web retailers.

Darty.com is the Leader on retail on multimedia and white goods in France

The company is represented in France, Turkey, Italy, Spain and Luxembourg.

The company offers through its website a large range of products and achieved a turnover of 444 million Euros at the end of 2013.

To promote its development, the company relies on an innovative marketing strategy and its brand, **Darty.com**

| | Rueducommerce.com |
|-------------------------------|--------------------------|
| Unique Visitors (per month) | 4,647,000 |
| Impressions (per month) | 60,526,000 |
| Time spend per UV (per month) | 00:12:03 |

Source: Mediametrie NetRatings Fixe February 2016

WEBSITE CONTENT:

4 main universes: Gaming, High Tech, Fashion/Beauty, Home/Garden

ADVERTISING RATES 2017:

Please contact us for a quote