



The Woman's World on the Web

### **CORE TARGET:**

**FemmeActuelle.fr** has a core target of working females between the ages 25 and 54 years (73% women and 52% 25-49 years old).

The brand **Femme Actuelle** benefits of a real fame with women and Medias.

**FemmeActuelle.fr** distinguishes itself by developing at its best the complementarity on-line and off-line who makes it a complete and recognized website for those who want to know everything on the centres of interests of the women. 61% of the visitors are AB+, including 18% of CEO's and executives.

	<b>FemmeActuelle.fr</b>
<b>Unique Visitors (per month)</b>	<b>4,599,000</b>
<b>Unique Visitors (per day)</b>	<b>261,000</b>
<b>Pages Viewed (per month)</b>	<b>38,938,000</b>
<b>Time spent per UV (per month)</b>	<b>0:14:16</b>

Source: Mediametrie NetRatings Fixe Sept 2017

### **EDITORIAL PROFILE:**

**Femmeactuelle.fr** is a major internet crossroad for women. It is a place of self expression (forums), help and exchanges. With more than 1 million subscribers to its newsletter, it informs, advises and proposes many practical services and attractive offers with a permanent goal: to accompany women as they deal with every aspects of their daily lives.

Contents: 20 thematic channels are updated daily by an Internet journalists team integrated to the editorial staff of **Femme Actuelle**.

Community: 10 tools developed to maintain a more and more active community, who can exchange and communicate.

Customisation: Personalised applications to establish internet users' loyalty on a website really useful to them.

### **ADVERTISING RATES 2018:**

<b>FORMATS</b>	<b>CPM € (GROSS)</b>	<b>SIZE</b>
Mega Banner	40 €	728 x 90
MPU	60 €	300 x 250
Button	30 €	300 x 110
MPU expand	70 €	300 x 600
Interstitial pre-home	90 €	800 x 600

### **TECHNICAL SPECIFICATIONS:**

Please contact us for all details

### **CREATIVE DEADLINE:**

Please contacts us for details

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: gca@gca-international.co.uk