



French website about Android

MARKET FACTS:

Frandroid.com is a French website dedicated to Android which is the mobile operating system of Google. **Frandroid.com** is owned by Humanoid. Humanoid network has changed its organisation recently. Several previous websites of the humanoid network as *Frawin*, *iAddict*, *FraTizen*, *Les Ardoises* are still online but are not updated. Their role is just to drive traffic to **Numerama.com**, **which is** a new website bought by Humanoid in 2015. **Frandroid.com** core target is male audience aged between 15 and 29 year olds.

	Frandroid.com
Unique visitors (per month)	1,296,000
Unique visitors (per day)	78,000
Pages viewed (per month)	4,805,000
Time spent per UV (per month)	0:15:32

Source: Mediametrie NetRatings Fixe Sept 2017

WEBSITE CONTENT:

Frandroid.com offers daily information with various articles, tests and analysis in order to help and inform the people who use the Android mobile operating system. The main news focus is on the development and evolution of this technology.

Frandroid.com consists of 8 sections dedicated to mobile news, brands, applications and games.

The forum section, is composed of 215,000 members, people can exchange information on the different brands and give purchasing and using advice. This forum section enables **Frandroid.com** to engage its audience.

ADVERTISING RATES 2018:

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