



First French web community specialized in iPhone and iOS

MARKET POSITION:

lphon.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.

	iPhon.fr	VIPad.fr
Unique Visitors (per month)	520,000	130,000
Impressions iPhone.fr and VIPad (per month)	2,000,000	600,000
Time spend per UV (per month)	04:00	04:00

Source: publisher figures May 2012

WEBSITE PROFILE:

Launched in 2007 for the announcement of iPhone, the main aim of this blog is to provide information about news, advice and accessories for iPhone-owners and accurate information (video and tests) for non-iPhone owners. It has a free mobile app available on app store called i-info (already 600 000 downloads), which is also the app for its twin website for iPads, VIPad.fr. The website contains around 20 categories about various iPhone topics like applications, videos, tests, jokes... With 400 000 daily consultations, 16500 twitter subscribers and 12000 Facebook fans this website is the leader of the French web community interested in iPhone products. Thanks to its position it can provide both internet and mobile visibility through its Website, its twitter and FB account (sponsored notes) and special offer campaigns to position an app on the top of the app store ranking.

ADVERTISING RATES 2018:

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