



French website of a global brand dealing with apple high tech products

MARKET POSITION:

Macworld.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.

	Macworld.fr	PCWorld.fr
Unique Visitors (per month)	80 000	200 000
Impressions (per month)	58,000	1,200,000
Time spend per UV (per month)	14:10	18:20

Source: Publisher figures May 2012

WEBSITE PROFILE:

Macworld.fr offers continuous coverage of news, trends and new products. This brand is the French equivalent of a well-known global brand present on the internet in more than 25 countries. It belongs to the huge media company IDG. The website targets French users and buyers of apple tech products.

The organization of the website is by topics (news, tests, advice and prices) and apple products (iPhone, mac, iPod and iPad).

ADVERTISING RATES 2018:

Format	CPM €	Size
Leaderboard	40 €	728 x 90
Leaderboard expand	50 €	728 x 180
MPU	55 €	300 x 250

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

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