



French website about lifestyle and fashion for urban men

**MARKET POSITION:**

**Men are delicious** 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.

	<b>Men are delicious</b>
<b>Unique Visitors (per month)</b>	12,000
<b>Impressions (per month)</b>	15,000
<b>Time spend per UV (per month)</b>	03:20

*Source: Publisher figures May 2012*

**WEBSITE PROFILE:**

**Men are delicious** focuses on urban men but since March 2011 it tries to conquer more and more a feminine public since they discovered that the website was the first masculine website that girls would read in secret. Men are delicious has 6 sections (styles, pleasures, culture, beauty, gadgets, girls, cars).

**ADVERTISING RATES 2017:**

Please contact us for all details

**TECHNICAL SPECIFICATIONS:**

Please contact us for all details

**CREATIVE DEADLINE:**

Please contact us for details

If you would like to receive copies, a media pack or further information, please contact  
GCA INTERNATIONAL MEDIA SALES on 020 7730 6033  
gca@gca-international.co.uk