



The French luxury fashion blog for men

**MARKET POSITION:**

**Modissimo.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.

	<b>Modissimo</b>
<b>Unique Visitors (per month)</b>	50,000
<b>Impressions (per month)</b>	170,000
<b>Time spend per UV (per month)</b>	04:30

Source: Publisher figures May 2012

**WEBSITE PROFILE:**

This French fashion blog was launched in 2007 and belongs to the top 0, 59% of the most consulted world websites. Since then Modissimo has succeeded in earning respect of very famous brands like Elle or le Figaro. The website targets wealthy and urban men. It provides them with news and advice for a stylish and luxury dress style.

Modissimo works as a blog and has various sections (news, shopping selection, best of articles, links...), Modissimo got 59,147 followers on twitter and 4,180 Facebook fans.

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