



French website of a global brand dealing with high tech products

**MARKET POSITION:**

**PCWorld.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>PCworld.fr</b>	<b>MacWorld.fr</b>
<b>Unique Visitors (per month)</b>	200 000	80 000
<b>Impressions (per month)</b>	1,200,000	58,000
<b>Time spend per UV (per month)</b>	18:20	14:10

Source: Publishers figures May 2012

**WEBSITE PROFILE:**

PCWorld.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 tech products. The website is organized in 3 categories of topics (news, tests and prices) and 5 categories of products (hardware, high tech, Internet, video games and “more”). It also provides free podcasts on i-tunes (“PCWorld video podcasts)

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