



Mobile

The feminine App by TF1 which is the ideal partner for women who are curious and bold

MARKET POSITION:

Plurielles mobile is an App of the Webedia group. **Plurielles** caters for women and is different from other App in that it focuses purely a pleasure enjoying life to the full.

Plurielles delivers 200 articles each week with an editorial staff of 5 dedicated and passionate journalists and 200 bloggers selected by Plurielles to become « ambassadors » for their favourite topic (cooking, decoration, fashion, celebrities...)

	Plurielles mobile
Unique Visitors (per month)	105 000

Source: mediametrie Net Ratings November 2013

APP CONTENT:

All the topics in relation with women's daily life in 6 columns:

Fashion

Beauty

People

Mom

Cooking

Decoration

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