



Mobile

The leading French editorial about music current affairs

MARKET POSITION:

Purecharts mobile is an App of the Webedia group who helps of well know music labels, exclusive programmes produced with the music labels and the exclusivity on TOP sales.

The community brings together thousands of members.

Purecharts targets men (48%) and women (52%), aged 25-34 years old.

The affinity for Men AB+ is: 245

	Purecharts mobile
Unique Visitors (per month)	226,000

Mediametrie Net Rating mobile January 2016

APP CONTENT:

Purecharts proposes an editorial integration, for example: "Jeunes talents" by Credit Mutuel:

- A focus every 15 days on a "new face": editorial content, interview text & video, acoustic live
- A participative event to end the disposal: election of the New Face of the year
- 360° workable content: advertiser website, Facebook page, etc.

ADVERTISING RATES 2018:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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