



Pure Fans Mobile

The fan community network

MARKET POSITION:

Purefans.com mobile is an application of the Webedia group. **Purefan.com** is the leading website network about music, cinema, TV, fashion and celebrities. The fans are responsible for the official content.

Purefans mainly targets women (66%), aged 15-34 year olds.

	Purefans.com mobile
Unique Visitors (per month)	76,000

Publishers 2013

WEBSITE CONTENT:

Purefans.com mobile has an innovative format and content. It provides a great visibility vector to the younger audience.

Purefans proposes "The Pure Fans Sessions": an unusual press conference, followed by a private concert, where 30 fans are chose from 5 000 to "interview" their favourite artist. A real TV studio is built for this occasion; 1h30 of questions/answers followed by a 4 songs live; many video formats produced and used on the platform.

ADVERTISING RATES 2017:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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