



The website of reference regarding hobbies

MARKET POSITION:

Pureloisirs is a web site of the Webedia group. Pureloisirs mainly intended for women (25-49 y.o) and it belong to the family of 4 funds websites called digital mums. It has mother who are bloggers and no have useful experience to impart.

Pureloisirs puts the opinion leaders of the everyday life in the service of the brands with new available advertising size

	Pure saveurs
Unique Visitors	5,900,000

Source: Médiamétrie

WEBSITE CONTENT:

All the topics in relation with women's daily life in 7 columns:

- News
- Sewing
- Embroider
- Knitting and crochet
- Jewellery
- Papers and scrapbooking
- Designers interviews

ADVERTISING RATES 2017:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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