

# PURETREN D

Online fashion, beauty and jewellery magazine

## **MARKET POSITION:**

**Puretrend.com** is a website of the Webedia group. Puretrend treats about fashion, beauty and jewellery.

**Puretrend.com** targets mainly women (60%) who are shopping online, who are aged between 25 and 49 and CSP+.

People aged between 25-49 years old: Affinity 166

Women aged between 25-49 years old: Affinity 137

	Puretrend.com
Unique Visitors (per month)	651,000
Impressions (per month)	2,493,000
Time spend per UV (per month)	0:04:25

Source: Mediametrie NetRatings Fixe February 2016

## **WEBSITE CONTENT:**

**Puretrend.com** contains upmarket content providing a good advertising environment for brands. **Puretrend.com** succeeds in integrating fashion shows and trends with what women wish to buy.

- Trends analysis
- Street style, fashion shows - Fashion shows of the most famous designers
- How to shop: all the products and fashion brands available online

## **ADVERTISING RATES 2017:**

Please contacts us for details

## **TECHNICAL SPECIFICATIONS:**

Please contacts us for details

## **CREATIVE DEADLINE:**

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)