

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 2018:

Position	Size	Gross CPM
Design Home Page 1 day <i>Interactive video or classical</i>	Header + rotation + exclusivity formats	25 000 €
Interstitial pre-home	800 x 600	150 €
Mega banner	728 x 90	50 €
Mega banner expand	728 x 90 + 728 x 300	60 €

TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

Please contact us for all details

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