

# SOBLACKTIE

An everyday journey in trends, luxe & fashion

- SINCE 2007 -

The French trends, luxury and fashion website for Men

## **MARKET POSITION:**

**Soblacktie** is part of MenInvest Group which is a leading group to reach up-market men from 25 to 49 years old. 67% of French men no longer regard typical female topics like fashion as taboo. Men wish to be individualised and choose for themselves. MenInvest proposes 6 specially designed offers at 80% of men with 7.5 million of Unique Visitors and 80 million pages viewed. The 6 packs are culture and entertainment, lifestyle, cars, sport, news/finance and high tech mobility.

	<b>Soblacktie.com</b>
<b>Unique Visitors (per month)</b>	12,000
<b>Impressions (per month)</b>	27,000
<b>Time spend per UV (per month)</b>	03:20

Source: Publisher figures November 2012

## **WEBSITE PROFILE:**

**Soblacktie.com** was launched in 2007 and it specialises in trends, luxury and fashion. Soblacktie.com approaches various subjects such as fashion for men and women, culture of fashion or photography. The site also contains links to reach other websites dedicated to fashion and to current trends.

## **ADVERTISING RATES 2017:**

Please contact us for details

## **TECHNICAL SPECIFICATIONS:**

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## **CREATIVE DEADLINE:**

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