



The French Top Classification website

### **MARKET POSITION:**

**Topito.com** 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>Topito.com</b>
<b>Unique Visitors (per month)</b>	1,025,000
<b>Unique Visitors (per day)</b>	72,000
<b>Pages viewed (per month)</b>	6,366,000
<b>Time spent per UV (per month)</b>	00:17:05

Source: Mediametrie NetRatings Fixe Sept 2017

### **WEBSITE PROFILE:**

**Topito** was launched in 2006 and shows current events in a humoristic way. It enables to learn incredible things, to retain information.

**Topito** speaks about everything, in the form of rankings. Current events, Internet, Journey, Television series, Sport, Movies ... The important, is that it is always funny, original, instructive, but not too educational.

### **ADVERTISING RATES 2018:**

<b>Format</b>	<b>CPM €</b>	<b>Size</b>
Leaderboard	40 €	728 x 90
Leaderboard expand	50 €	728 x 180
MPU	55 €	300 x 250

### **TECHNICAL SPECIFICATIONS:**

Please contact us for all details

### **CREATIVE DEADLINE:**

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