



French leading information website on the world of Free

MARKET POSITION:

Universfreebox.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.

	Univers freebox
Unique Visitors (per month)	891,000
Unique Visitors (per day)	76,000
Pages viewed (per month)	7,548,000
Time spent per UV (per month)	00:11:26

Source: Mediametrie NetRatings Fixe Sept 2017

WEBSITE PROFILE:

Univers Freebox was launched in 2005 by a group of passionate people. Its aim was first to inform the users of Freebox TV. Since 2006, it also provides assistance and appears to be an after-sales service for Free, unlike its main competitor (Freenews) which is completely free from the Iliad group. Univers Freebox targets young educated adults, early adopters of technology.

The website is organised in 8 big categories (home, videos, TV world, Forums, "Freezone", free box games, TV program and the Free action group). Univers Freebox has also 10 864 followers on twitter.

ADVERTISING RATES 2018:

Format	CPM€	Size
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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