



Stars, femininity and a zest of rudeness

CORE TARGET:

Voici.fr is the continuation of the leading women gossip magazine: **Voici** (Group Prisma Presse). Stars, femininity and a zest of rudeness ... **Voici** is the 3rd women weekly read by the women with 3,9150,000 readers every week (source: AEPM 2009). **Voici.fr** mainly targets a female audience, aged between 25 and 34 years old (50% readers are females, 44% are aged between 25 and 34). 40% of female readers have children aged less than 6.

	Voici.fr
Unique Visitors (per month)	1,963,000
Unique Visitors (per day)	139,000
Impressions (per month)	20,195,000
Time spent per UV (per month)	0:12:48

Source: Mediametrie NetRatings Fixe Sept 2017

CONCEPT:

Launched in 1987, **Voici** became the referent of the people press:

- A unique concept: 50 % of celebrities' news + 50 % of feminine columns = 100 % of humour!
- It reveals the life of celebrities without complex or kindness, but with the humour and the originality who made its success!
- **Voici**, it is also feminine columns very tendency: shopping, well-being ...

Voici.fr presents the subject of its cover and the celebrities' news of the week, published in the magazine. As the magazine, the site brings a moment of relaxation and restores the smile to its visitors.

ADVERTISING RATES 2018:

FORMATS	CPM € (GROSS)	SIZE
Mega Banner	40 €	728 x 90
MPU	60 €	300 x 250
Button	30 €	300 x 110
MPU expand	70 €	300 x 600
Interstitial pre-home	90 €	800 x 600

TECHNICAL SPECIFICATIONS:

CREATIVE DEADLINE:

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