



The French website specialized in cars

MARKET POSITION:

La revue automobile 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.

	La revue automobile
Unique Visitors (per month)	535,000
Impressions (per month)	3,115,000
Time spend per UV (per month)	0:03:19

Source: publisher figures March 2014

WEBSITE PROFILE:

La revue Automobile is a website dedicated to the latest news on automobiles with photos and data sheets to increase knowledge about cars. The visitor can also find out the value of his/her automobile and place an advertisement on the website to sell its car.

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:

Please contact us for details

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