

BLENIHEIM GANG

POP CULTURE & COOLITUDE AUTOMOBILE

Pop and cool culture of cars

MARKET POSITION:

Blenheim Gang 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.

	Bleinheimgang
Unique Visitors (per month)	15 000
Impressions (per month)	93 000
Time spent per UV (per month)	03:20

Source: Editor figures May 2012

WEBSITE PROFILE:

Blenheim Gang focuses on the culture around cars. It publishes news about cars but also artistic pictures and has a music section. It is an interesting mix between pop culture and cars.

It targets young men who are passionate about cars.

ADVERTISING RATES 2018:

Please contact us for all details

TECHNICAL SPECIFICATIONS:

DEADLINE:

Please contact us for all details

CREATIVE

Please contact us for details

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