

Cuisine Actuelle.fr

Upscale cooking website for women

MARKET POSITION:

Cuisineactuelle.fr is an upscale cooking website that targets mainly women (68%, indice 134) aged 25 to 49 of an AB population who are working. It approaches cooking through new angles, from a photographic and editorial point of view. The website is dedicated to all gourmets, beginners, confirmed or experts, but most importantly to all women who aspire to a new cooking website, both chic and modern."

	Cuisineactuelle.fr
Unique Visitors (per month)	2,013,000
Unique Visitors (per week)	702,000
Unique visitors (per day)	113,000

Source: Mediametrie Net Ratings fixe June 2020

WEBSITE CONTENT:

Cuisineactuelle.fr allows visitors to find out sophisticated recipes tested and approved by culinary journalists:

- Professional recipes concocted by Prisma's culinary journalists. Videos, home-made and chef's recipes with Femmeactuelle.fr
- 15 000 recipes and videos
- Useful information: all the techniques of cooking. Cookwares available on an online shop.

ADVERTISING RATES 2019:

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:

Please contact us for details

COPY DEADLINE:

Please contact us for details

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk