



## MOBILE

Upscale cooking application for women

### MARKET POSITION:

*Cuisineactuelle mobile* is the continuation of the upscale cooking magazine 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 application is dedicated to all gourmets, beginners, confirmed or experts, but most importantly to all women who aspire to a new cooking app, both chic and modern."

	Cuisineactuelle mobile
Unique Visitors (per month)	4,561,000
Unique Visitors (per week)	1,549,000
Unique Visitors (per day)	247,000

Source: Mediametrie NetRatings Mobile june 2020

### WEBSITE CONTENT:

*Cuisineactuelle mobile* 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 2020:

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### TECHNICAL SPECIFICATIONS:

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