



3rd site specialist in toddlers

### **MARKET POSITION:**

**Enfant.com** is a weekly interactive and practical meeting point for young parents. Its visitors are between 25 and 34 year old (41%) and they are mainly women (41%).

	<b>Enfant.com</b>
<b>Unique Visitors (per month)</b>	289,000

Source: Mediametrie Net Ratings Dec 2013

### **EDITORIAL PROFILE:**

**Enfant.com** website demonstrates the role the mother plays in the family and explains the many duties she performs in the search for family unity and happiness. It explains the importance also of the part played by the father in the family unit. The website is interactive and synonymous with openness and honesty within the family unit as well as love and tenderness

**Enfant.com** is composed of 3 main parts:

- **Information:** pregnancy, your baby 0-1 year, your child 1-3 years, your child 3-5 years, your child 5-11 years, daddy, welfare, cooking
- **Community:** forums, groups, etc.
- **Shop:** subscription to the magazine, etc.

### **ADVERTISING RATES 2018:**

<b>FORMATS</b>	<b>CPM € (GROSS)</b>	<b>SIZE</b>
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

### **CREATIVE DEADLINE:**

Please contact us for all details

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