



The Woman's World on the Web

CORE TARGET:

FemmeActuelle.fr has a core target of working females between the ages 25 and 54 years (73% women and 52% 25-49 years old).

The brand **Femme Actuelle** benefits of a real fame with women and Medias.

FemmeActuelle.fr distinguishes itself by developing at its best the complementarity on-line and off-line who makes it a complete and recognized website for those who want to know everything on the centres of interests of the women. 61% of the visitors are AB+, including 18% of CEO's and executives.

	FemmeActuelle.fr
Unique Visitors (per month)	3,899,000
Unique Visitors (per week)	1,467,000
Unique Visitors (per day)	243,000
Pages Viewed (per month)	38,938,000
Time spent per UV (per month)	0:14:16

Source: Mediametrie NetRatings Fixe June 2020

EDITORIAL PROFILE:

Femmeactuelle.fr is a major internet crossroad for women. It is a place of self expression (forums), help and exchanges. With more than 1 million subscribers to its newsletter, it informs, advises and proposes many practical services and attractive offers with a permanent goal: to accompany women as they deal with every aspects of their daily lives.

Contents: 20 thematic channels are updated daily by an Internet journalists team integrated to the editorial staff of **Femme Actuelle**.

Community: 10 tools developed to maintain a more and more active community, who can exchange and communicate.

Customisation: Personalised applications to establish internet users' loyalty on a website really useful to them.

ADVERTISING RATES 2020:

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 all details

CREATIVE DEADLINE:

Please contacts us for details

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