



The specialist of Women's blogs

CORE TARGET:

Hellocoton.fr is part of **FemmeActuelle.fr** which benefits from a real fame with women and Medias.

Hellocoton.fr is a women dedicated website which selects daily articles on women's blogs. The selection is made by the editorial team and also by the vote of the users.

The audience of **Hellocoton.fr** is composed of AB+ women with child, between 25 and 54 year olds.

| | Femme Actuelle Hellocoton.fr |
|-----------------------------|------------------------------|
| Unique Visitors (per month) | 2,400,000 |

Source: Publisher figures 2017

EDITORIAL PROFILE:

With 6000 blogs about Fashion and 6000 others about Beauty, **Hellocoton.fr** is the reference for targeting a female audience composed of hedonistic women.

Hellocoton.fr gathers together the most influential blogs about for woman, which are divided into several sections: Fashion, Beauty, Cooking, Lifestyle, Mood, Family and Decoration.

There is also a platform named **Publicoton**, to help women to create their own blog and to develop and increase their visibility on the social networks.

ADVERTISING RATES 2018:

| Format | Rate | Size |
|-------------------------|------|------------|
| Large banner expand | 50 € | 728 x 300 |
| Medium rectangle expand | 60 € | 300 x 500 |
| Grand angle expand | 70 € | 600 x 600 |
| Interstitial | 80 € | 800 x 600 |
| Masthead | 60 € | 1000 x 200 |

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

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