



Mobile

First French web community specialized in iPhone and iOS

MARKET POSITION:

iPhon.fr mobile is part of MenInvest Group which is a leading group to reach up-market men from 25 to 49 years old. 67% of French men no longer regard typical female topics like fashion as taboo. Men wish to be individualised and choose for themselves. MenInvest proposes 6 specially designed offers at 80% of men with 7.5 million of Unique Visitors and 80 million pages viewed. The 6 packs are culture and entertainment, lifestyle, cars, sport, news/finance and high tech mobility.

	iPhon.fr mobile
Unique mobile users (per month)	304,000
Unique mobile users (per week)	91,000
Unique mobile users (per day)	14,000

Mediametrie Net Rating mobile June 2020

WEBSITE PROFILE:

Launched in 2007 for the announcement of iPhone, the main aim of this blog is to provide information about news, advice and accessories for iPhone-owners and accurate information (video and tests) for non-iPhone owners. It has a free mobile app available on app store called i-info (already 600 000 downloads), which is also the app for its twin website for iPads, VIPad.fr. The app contains around 20 categories about various iPhone topics like applications, videos, tests, jokes...

Thanks to its position it can provide both internet and mobile visibility through its Website, its Twitter and Facebook account (sponsored notes) and special offer campaigns to position an app on the top of the app store ranking.

ADVERTISING RATES 2020:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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