



The French general website on a luxury life

### **MARKET POSITION:**

**Leblogluxe.com** 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.

	<b>Leblogduluxe</b>
<b>Unique Visitors (per month)</b>	15,000
<b>Impressions (per month)</b>	130,000
<b>Time spend per UV (per month)</b>	03:00

Source: publisher figures May 2012

### **WEBSITE PROFILE:**

Launched in 2005, this blog is dedicated to luxury under all its forms. **Leblogluxe** contains 7 categories which allow the visitors to be aware of novelties whether it is on fashion, decoration, journeys either still to inform about auctions. This blog is a must for those people who wish to follow luxury closely.

### **ADVERTISING RATES 2018:**

<b>Format</b>	<b>CPM €</b>	<b>Size</b>
Leaderboard	40 €	728 x 90
Leaderboard expand	50 €	728 x 180
MPU	55 €	300 x 250

### **TECHNICAL SPECIFICATIONS:**

Please contact us for all details

### **CREATIVE DEADLINE:**

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