



French website about lifestyle and fashion for urban men

MARKET POSITION:

Men are delicious 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.

	Men are delicious
Unique Visitors (per month)	12,000
Impressions (per month)	15,000
Time spend per UV (per month)	03:20

Source: Publisher figures May 2012

WEBSITE PROFILE:

Men are delicious focuses on urban men but since March 2011 it tries to conquer more and more a feminine public since they discovered that the website was the first masculine website that girls would read in secret. Men are delicious has 6 sections (styles, pleasures, culture, beauty, gadgets, girls, cars).

ADVERTISING RATES 2018:

Format	CPM €	Size
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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