

MyVision

Un certain art de vivre masculin

A certain male lifestyle

MARKET POSITION:

My Vision.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.

	My Vision
Unique Visitors (per month)	38,000
Impressions (per month)	85,000
Time spend per UV (per month)	03:20

Source: publisher figures May 2012

WEBSITE PROFILE:

My vision was launched in 2006. The readers will find in this blog the male elegance, certain way of life for elegant men who are nonchalant and politically incorrect. The sections are various: sport, art & design, cars & motorbikes, shoes, travels, web...The website deals with topics in a simple and short way.

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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