



MARKET POSITION:

L'officiel Hommes.fr 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.

	L'Officiel Hommes
Unique Visitors (per month)	5,000
Impressions (per month)	17,000

Source: Publisher figures 2013

WEBSITE PROFILE:

L'OfficielHommes.fr will become the men's fashion website reference. Intended for men who are fashion conscious and brand sensitive, it obviously gives, without being too "classic", information on clothes, accessories and unusual products like cars, pens, and lighters ... Its content is dedicated to the fashion shared between prestigious brands and emerging young designers and its latest evolutions.

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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