



Leading general interest app for the 50+ target audience

MARKET POSITION:

Planet.fr mobile is the first general interest application dedicated to the 50+ audience. The app provides information to women (56%), ABC1 and working (70%).

493 000 of the audience is CSP+.

	Planet.fr mobile
Unique Visitors (per month)	981,000
Unique Visitors (per day)	80,000

Mediametrie Net Rating mobile June 2019

EDITORIAL PROFILE:

Planet.fr mobile answers all the questions of the 50+ generation and is about purchasing power, patrimony, solidarity, health, well being, pleasure, travel, etc.

Planet.fr mobile benefits from the expertise of specialized journalists and professionals (doctors, financial advisors, politicians, etc.) thanks to special experts web meeting. The application has a unique and practical approach of those issues and gives importance to users questions.

The app is divided into 14 sections: News, Money, Cars, Beauty, Cooking, Employment/Retirement, Environment, High Tech, Humour, House, Psycho, Health, Videos and Travel.

ADVERTISING RATES 2019:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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