



## Mobile

**The feminine App by TF1 which is the ideal partner for women who are curious and bold**

### **MARKET POSITION:**

**Plurielles mobile** is an App of the Webedia group. **Plurielles** caters for women and is different from other App in that it focuses purely a pleasure enjoying life to the full.

**Plurielles** delivers 200 articles each week with an editorial staff of 5 dedicated and passionate journalists and 200 bloggers selected by Plurielles to become « ambassadors » for their favourite topic (cooking, decoration, fashion, celebrities...)

	<b>Plurielles mobile</b>
<b>Unique Visitors (per month)</b>	<b>105 000</b>

Source: mediametrie Net Ratings November 2013

### **APP CONTENT:**

All the topics in relation with women's daily life in 6 columns:

Fashion

Beauty

People

Mom

Cooking

Decoration

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