



## Pure Fans Mobile

The fan community network

### **MARKET POSITION:**

**Purefans.com mobile** is an application of the Webedia group. **Purefan.com** is the leading website network about music, cinema, TV, fashion and celebrities. The fans are responsible for the official content.

**Purefans** mainly targets women (66%), aged 15-34 year olds.

	<b>Purefans.com mobile</b>
<b>Unique Visitors (per month)</b>	76,000

*Publishers 2013*

### **WEBSITE CONTENT:**

**Purefans.com mobile** has an innovative format and content. It provides a great visibility vector to the younger audience.

**Purefans** proposes "The Pure Fans Sessions": an unusual press conference, followed by a private concert, where 30 fans are chose from 5 000 to "interview" their favourite artist. A real TV studio is built for this occasion; 1h30 of questions/answers followed by a 4 songs live; many video formats produced and used on the platform.

### **ADVERTISING RATES 2018:**

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### **TECHNICAL SPECIFICATIONS:**

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### **CREATIVE DEADLINE:**

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