



The French social humoristic network of rugby

MARKET POSITION:

Rugbyto.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.

	Rugbyto.fr
Unique Visitors (per month)	5 000
Impressions (per month)	55 000
Time spend per UV (per month)	07:50

Source: publisher figures May 2012

WEBSITE PROFILE:

Rugbyto.fr has an original and simple concept. It allows rugby fans to propose funny and humoristic status or comment on football with the player they admire (a club, a soccer player...). Then the other web users decide whether it is funny or not. If the comment/status gets a score of positive votes, it is put online. The model has tremendous appeal and targets young men fan of rugby.

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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