



French website on shoes only for men

**MARKET POSITION:**

**Sneakers.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.

|                                      | <b>Sneakers.fr</b> |
|--------------------------------------|--------------------|
| <b>Unique Visitors (per month)</b>   | 100,000            |
| <b>Impressions (per month)</b>       | 420,000            |
| <b>Time spend per UV (per month)</b> | 03:40              |

Source: publisher figures May 2012

**WEBSITE PROFILE:**

**Sneakers.fr** is a website mainly dedicated to shoes for men. Sneakers.fr allows to inform its readers about the latest novelties on shoes for men but also to allow the readers to know manufacturing process and the history of the various brands of proposed shoes. Sneakers.fr also allows he can buy its shoes on the Internet.

**ADVERTISING RATES 2018:**

| <b>Format</b>      | <b>CPM €</b> | <b>Size</b> |
|--------------------|--------------|-------------|
| Leaderboard        | 40 €         | 728 x 90    |
| Leaderboard expand | 50 €         | 728 x 180   |
| MPU                | 55 €         | 300 x 250   |

**TECHNICAL SPECIFICATIONS:**

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**CREATIVE DEADLINE:**

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