



The French Top Classification website

MARKET POSITION:

Topito.com 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.

	Topito.com
Unique Visitors (per month)	861,000
Unique Visitors (per day)	38,000
Pages viewed (per month)	6,366,000
Time spent per UV (per month)	00:17:05

Source: Mediametrie NetRatings Fixe June 2019

WEBSITE PROFILE:

Topito was launched in 2006 and shows current events in a humoristic way. It enables to learn incredible things, to retain information.

Topito speaks about everything, in the form of rankings. Current events, Internet, Journey, Television series, Sport, Movies ... The important, is that it is always funny, original, instructive, but not too educational.

ADVERTISING RATES 2019:

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:

Please contact us for details