



Mobile

French leading information App on the world of Free

MARKET POSITION:

Universfreebox 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.

	Univers freebox mobile
Unique Mobile Users (per month)	1,682,000
Unique Mobile users (per day)	119,000

Mediametrie Net Rating mobile June 2019

WEBSITE PROFILE:

Univers Freebox was launched in 2005 by a group of passionate people. Its aim was first to inform the users of Freebox TV. Since 2006, it also provides assistance and appears to be an after-sales service for Free, unlike its main competitor (Freenews) which is completely free.

Univers Freebox targets young educated adults, early adopters of technology.

The App is organised in 8 big categories (home, videos, TV world, Forums, "Freezone", free box games, TV program and the Free action group). Univers Freebox has also 10 864 followers on twitter.

ADVERTISING RATES 2019:

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TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

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