

# leblogimmobilier

French informative and participative website about real estate

## **MARKET POSITION:**

**Leblogimmobilier.** 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>Leblogimmobilier.com</b>
<b>Unique Visitors (per month)</b>	5 000
<b>Impressions (per month)</b>	4 000
<b>Time spend per UV (per month)</b>	03:00

Source: publisher figures May 2012

## **WEBSITE PROFILE:**

**Le blog immobilier.com** is a blog of the social media group which provides tailor-made services through its blogs. Le blog immobilier.com comments on trends on the real estate's market. It deals with 7 head-sections: news, players, market, products, regions, transactions and various. Its expertise and main objective is to ensure the most reliable information concerning real estate due to the participation of web users through comments and posts. Their target is mainly people who want to invest in real estate.

## **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:**

Please contact us for all details

## **CREATIVE DEADLINE:**

Please contact us for details

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