



The fan community network

MARKET POSITION:

Purefans.com is a website of the Webedia group. Purefan.com is the leading website network about music, cinema, TV, fashion and celebrities. The fans are responsible for the official content.

Purefans.com targets mainly women (66%), aged 15-34 years old. There are 143 000 subscribers with 72% between 12 and 24.

	Purefans.com
Unique Visitors (per month)	568,000
Impressions (per month)	2,274,000
Time spend per UV (per month)	0:01:57

Source: Mediametrie Net Ratings February 2013

WEBSITE CONTENT:

Purefans.com has an innovative format and content. It provides a great visibility vector to the younger audience.

Purefans.com proposes Pure Fans Sessions: an unusual press conference, followed by a private concert, where 30 fans are chose from 5 000 to “interview” their favourite artist. A real TV studio is built for this occasion; 1h30 of questions/answers followed by a 4 songs live; many video formats produced and used on the platform.

ADVERTISING RATES 2018:

Position	Size	Gross CPM
Design Home Page 1 day <i>Interactive video or classical</i>	Header + rotation + exclusivity formats	Fixed rate : 25 000 €
Interstitial pre-home	800 x 600	180 €
Mega banner	728 x 90	50 €
Mega banner expand	728 x 90 + 728 x 300	60 €

TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

please contact us for all details

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