

 Lagardere Advertising

 Web Offer

 Packages

LAGARDERE ADVERTISING WEB OFFER

2010

LAGARDERE ADVERTISING**MORE THAN 230 MAGAZINES
MORE THAN 80 WEBSITES**

Lagardère Advertising provides a powerful and segmented media offer reaching all targets (Women, Men, Executives, AB Class, Young People...) and covering many themes including Fashion, News, Lifestyle, Finance, Travel, Decoration, Entertainment...

We are proud to represent many strong media brands such as ELLE, ELLE Decoration, ELLE girl, Psychologies, Car & Driver, Paris Match, leroutard.com, QUOTE, MAXIM and many others which belong to our publishing partners in over 25 markets worldwide.

With one contact in each major advertising market, Lagardère Advertising can assist you with your international projects and campaigns with more than 230 magazines and more than 80 local websites.

The following pages list our large international online offer... Please do not hesitate to contact us for more information.

Your Lagardère Advertising teams

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A STRONG AND COMPETITIVE OFFER

GLOBAL EXPERTISE
GLOBAL COORDINATION
GLOBAL IMPACT

PRINT | MORE THAN 230 MAGAZINES



WEB | MORE THAN 80 WEBSITES



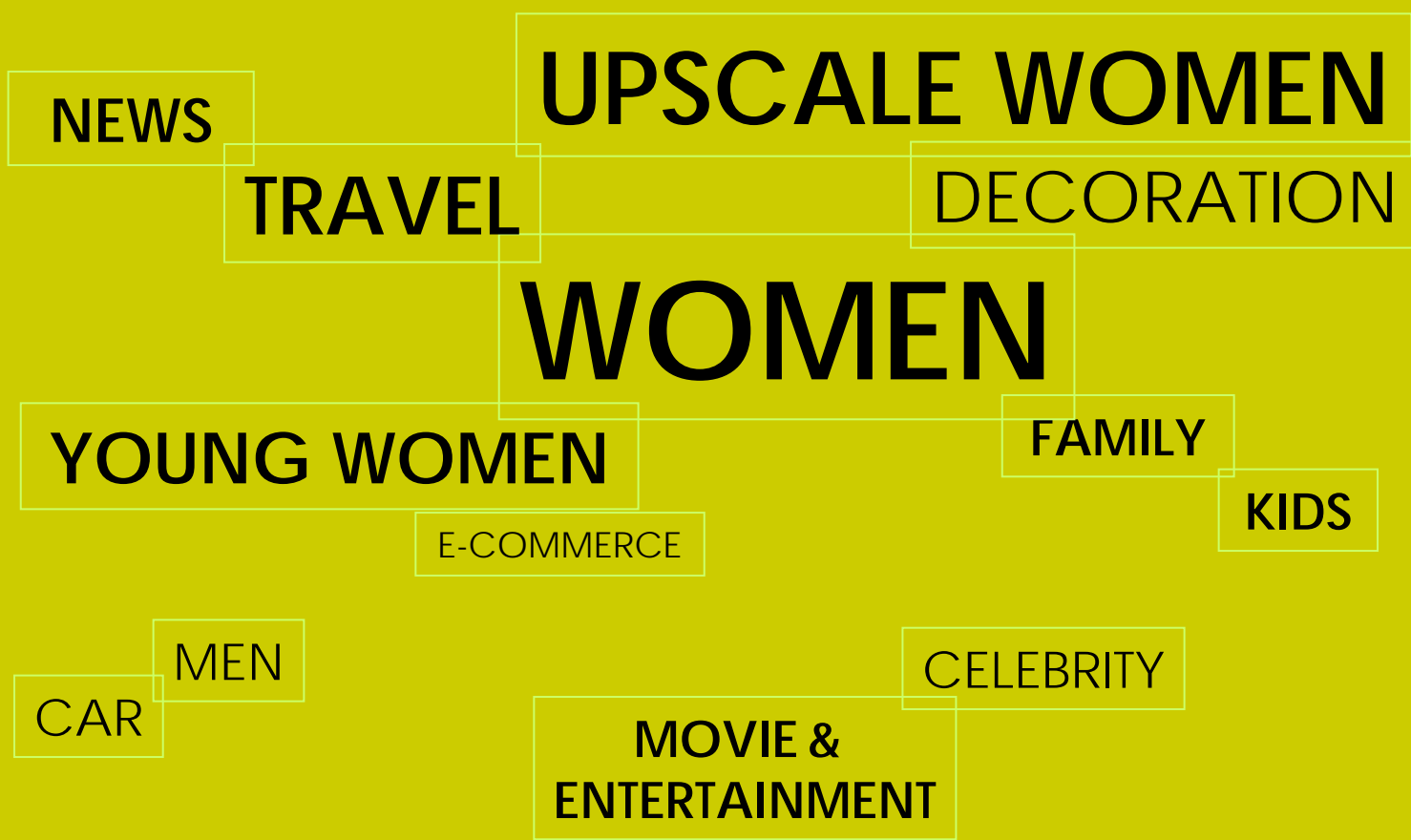
The International magazine and website networks of Elle, Elle Girl, Psychologies, Car & Driver, Premiere and major media brands as Paris Match, Europe1, L'Equipe, Parents, Emprendedores, Quote, Maxim, ...

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WEB OFFER PER CATEGORY



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WEB OFFER PER CATEGORY

UPSCALE WOMEN

ELLE – 24 websites

Belgium	elle.be
Brazil	elle.com.br
Canada	ellecanada.com
China	ellechina.com
Czech Rep	elle.cz
Denmark	elle.dk
Finland	elle.fi
France	elle.fr
Germany	elle.de
Holland	elle.nl
Hong Kong	ellehk.com
Italy	elle.it
Japan	elle.co.jp
Korea	elle.co.kr
Norway	elle.no
Quebec	ellequebec.com
Russia	elle.ru
Slovenia	elle.si
Spain	elle.es
Sweden	elle.se
Taiwan	elle.com.tw
Turkey	elle.com.tr
UK	elle.uk.com
USA	elle.com

PSYCHOLOGIES– 4 websites

France	psychologies.com
Italy	psychologies.it
UK	psychologies.co.uk
Russia	psychologies.ru
China	psychologies.com.cn
France	beuty-experts.com
France	doitinparis.fr
Italy	marieclaire.it

WOMEN'S GENERAL INTEREST

France	femina.fr
Holland	santeonline.nl
USA	womansday.com
Russia	wday.ru
China	womansday.com.cn

DECORATION

France	dekio.fr
USA	elledecor.com

+ 12 Design/Decoration sections of Elle Websites in Belgium, China, Czech Rep., France, Germany, Hong Kong, Russia, Spain, Netherlands, Norway, Sweden.

YOUNG WOMEN

ELLE GIRL – 3 websites

USA	ellegirl.com
Russia	ellegirl.ru
Korea	ellegirl.co.kr

OTHERS

France	people.premiere.fr
France	june.fr
UK	sugarscape.com

FAMILY

France	infobebes.com
France	parents.fr

KIDS

France	canalj.fr
France	gulli.fr
France	tiji.fr
Russia	gulli.ru

CELEBRITY

France	people.premiere.fr
Spain	diezminutos.es
Spain	quemedices.es

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WEB OFFER PER CATEGORY

NEWS

France	boursier.com
France	europe1.fr
France	leparisien.fr
France	lequipe.fr
France	parismatch.com
France	presseregionale.fr
Holland	quotenet.nl
Spain	emprendedores.es

MEN

Russia	maximonline.ru
Czech Rep	maxim.cz
Sweden	cafe.se

CAR

Italy	auto-news.it
USA	cycleworld.com
USA	roadandtrack.com

CAR & DRIVER – 4 websites

USA	caranddriver.com
China	caranddriver.cn
Hong Kong	caranddriver.com.hk
Spain	caranddriver.es

TRAVEL

France	routard.com
Spain	deviajes.es

E-COMMERCE

France	Priceminister.fr
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MOVIE & ENTERTAINMENT

PREMIERE – 2 websites

France	premiere.fr
USA	premiere.com

OTHERS

France	koreus.com
France	ecranlarge.fr
Spain	fotogramas.es

TV

France	tele.premiere.fr
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MUSIC

France	musique.premiere.fr
France	virgin17.fr
France	virginradio.fr
France	rfm.fr

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SPECIAL FRENCH PACKAGES

To offer the best reach and to optimize the online investments on the French market, Lagardere Advertising had set up special packages grouping the most efficient websites on a target or a theme.

All packages offer the best cost per thousand on your target.

MOTHERS WITH
YOUNG CHILDREN

CHILDREN

WOMEN 25-49

15-34 y.o.

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SPECIAL FRENCH PACKAGES

WOMEN 25-49 y.o.

13 websites

elle.fr - doitinparis.fr - parismatch.fr - femina.fr - infobebes.com - parents.fr - june.fr
people.premiere.fr - beautyexperts.com - dekiio.fr - jeunetejolie.fr* - doctissimo.fr* - momes.net*

10,2 million Unique Visitors

210 million Pages Views

MOTHERS WITH YOUNG CHILDREN

6 websites

Infobebes.com - parents.fr - tiji.fr -- 123boutchou* -
doctissimo.fr* - momes.net*

2,9 Million Unique Visitors

20 million Pages Views

CHILDREN

3 websites

Canalj.fr - tiji.fr - gulli.fr

703,000 Unique Visitors

7,6 million Pages Views

15-34 y. o.

3 websites

Virginradio.fr - premiere.fr - ecranlarge.com

3,6 Million Unique Visitors – 32,3 million Pages Views

* Only sold in global packages