

Social for Fashion



TWO LEADING WOMEN'S DIGITAL BRANDS OF INFLUENCE each one with a different dimension

REACHING 16,2 M UNIQUE VISITORS EVERY MONTH

**LE JOURNAL
DES FEMMES**

WOMEN-CENTRIC

1st
digital
Media
brand
for women



ADDRESSING WOMEN'S DAILY ISSUES

13,8 MILLIONS
UV

**LE FIGARO - fr
madame**

**THE NEW(S) PLATFORM FOR
WOMEN**



INFORMING, INSPIRING AND
EMPOWERING WOMEN

5,5 MILLIONS
UV

**COMMON GROUND
VALUES**

IN-DEPTH AND QUALITY OF
CONTENT

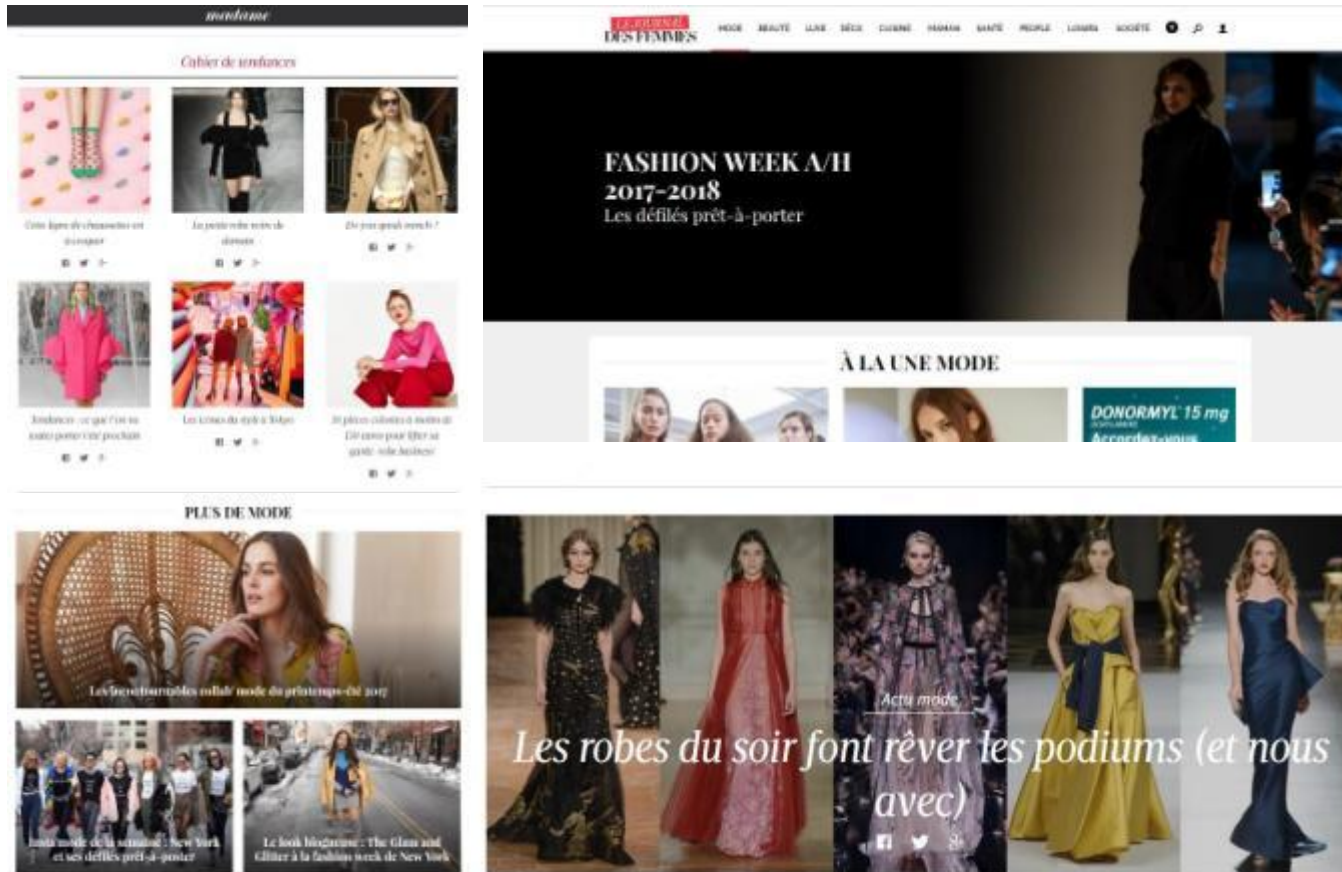
ELEGANCE

ENGAGEMENT

MÉDIAMÉTRIE NETRATINGS INTERNET GLOBAL DÉCEMBRE 2016

CONTENT AT THE HEART OF OUR AUDIENCES

CONTEXT & AFFINITY



GIFTS SELECTION – ADVICE – RECIPES – PEOPLE

AFFLUENT AND INFLUENTIAL AUDIENCES HYPER-CONSUMERS

47% of the internet users **INFLUENCE** their social circles in FASHION, ACCESSORIES, BEAUTY PRODUCTS AND PERFUMES
24% of coverage – affinity 120

40% of internet users are considered **MEGA-CONSUMERS**
- High volume and frequency of purchases-
25% of coverage – affinity 123

60% declare that when a **PRODUCT APPEALS TO THEM**, they **BUY OTHER PRODUCTS OF THAT SAME BRAND**
23% coverage – affinity 111

THE EDITORIAL PICK INSPIRATION & INFLUENCE

ART OF LIVING THROUGH THE EYE OF THE MADAME FIGARO EDITORIAL TEAM

PODIUMS

BACKSTAGES

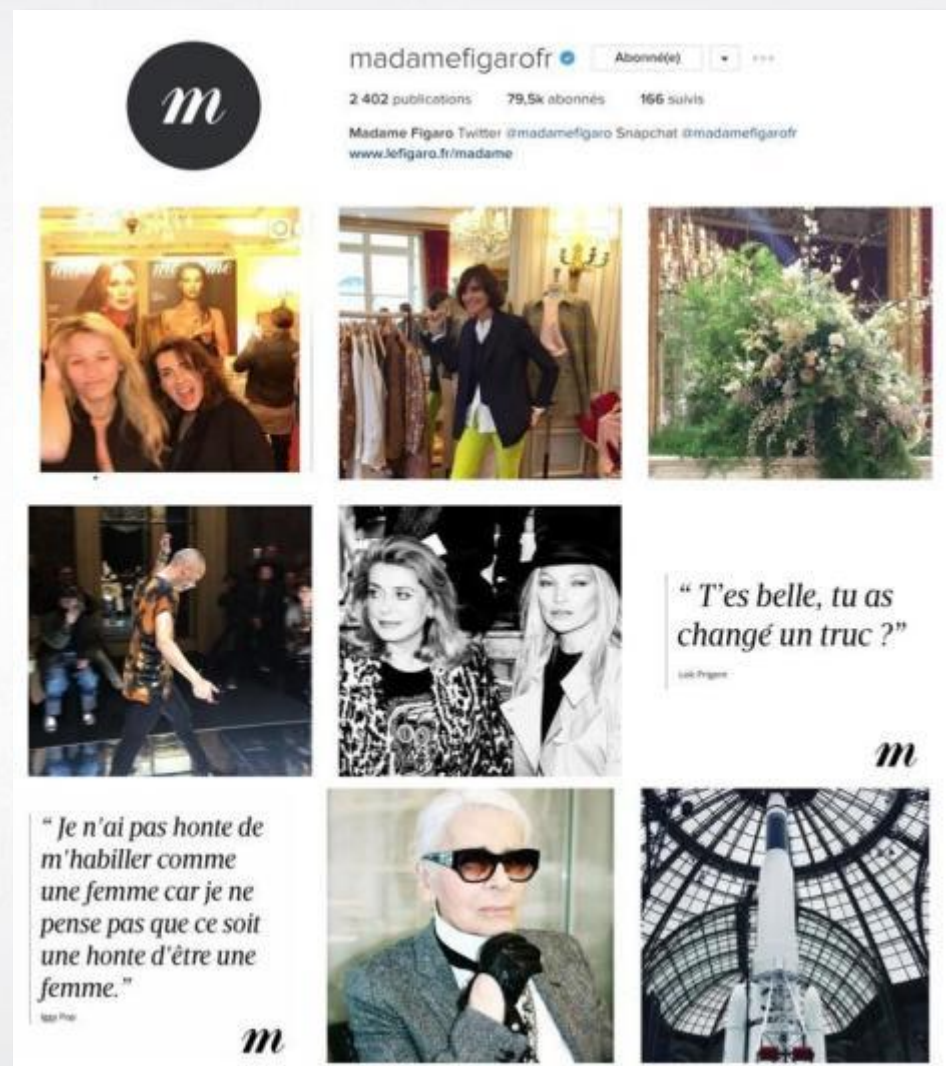
EVASION

MANTRAS

DESIGNERS

SCRUMMY

PARTIES



madamefigarofr

2 402 publications 79,5k abonnés 166 suivis

Madame Figaro Twitter @madamefigaro Snapchat @madamefigarofr
www.lefigaro.fr/madame

"T'es belle, tu as changé un truc?"

"Je n'ai pas honte de m'habiller comme une femme car je ne pense pas que ce soit une honte d'être une femme."

80 000 ABONNÉS

#INFLUENCE

#INSPIRATION

#SELECTIVITE

#CREATEURS

THE EDITORIAL PICK

ENGAGE YOUR COMMUNITY AROUND YOUR BRAND



OBJECTIVES
BRAND VALUE - IMAGE

ASSOCIATE YOUR BRAND WITH THE MADAME FIGARO
WORLD

INSTAGRAM CONTEST – 3 DAYS / 3 POSTS
ACTIVATION #MADAMExLAMARQUE

The editorial team selects 3 pick-of-the-day pieces within the brand's collection. The items are shot by Madame's photo shooting team. Readers will then be invited to repost the photo on their social networks in order to win these items. #madamecadeau #madamexlamarque. The final 3 winners of the pick-of-the-day items would be decided by drawing lots.

GUARANTEED REACH : 140 000 for 3 posts

(shooting Madame + 3 instagram posts + drawing lots)
+ 1 Facebook post for free



Purpose of the creative:
The shootings of the selected pieces will be entirely realised by MME editors and stylists.

Template Upon final confirmation of editorial floor

THE EDITORIAL VOICE

PROXIMITY & ADVICE

LE JOURNAL
DES FEMMES

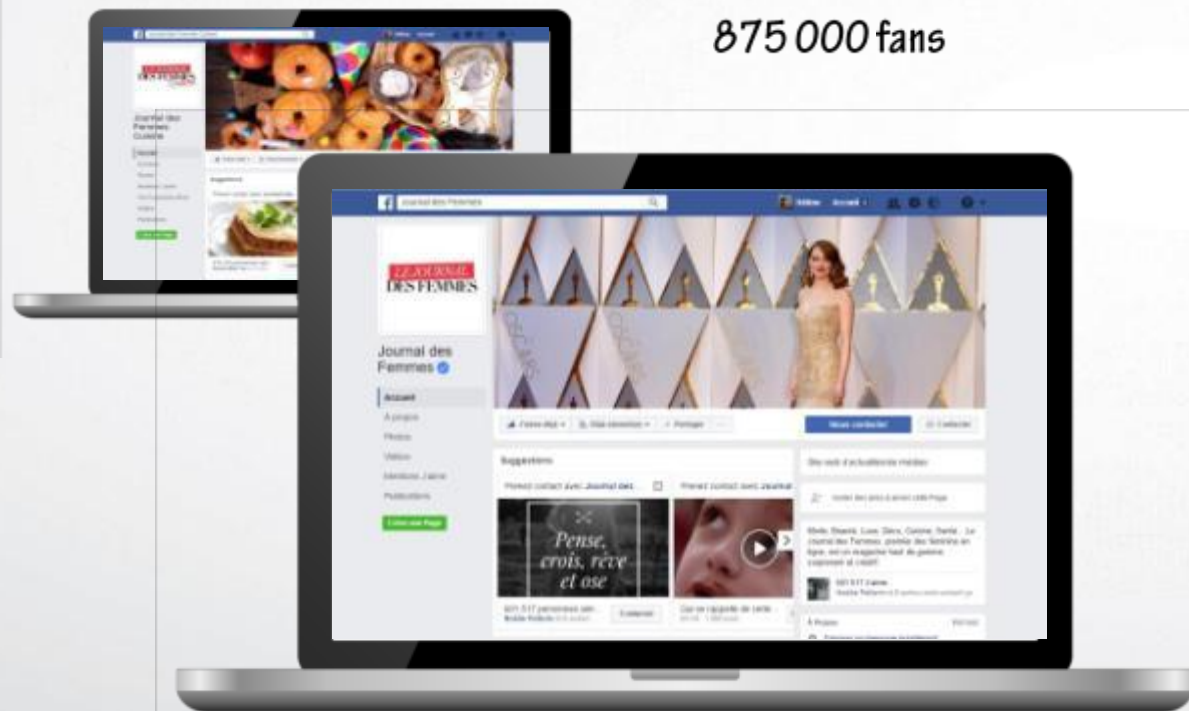


#DIVERSITY

#PROXIMITY

#PRATICITY

875 000 fans



TRENDS/FASHION



ADVICE/TUTORIALS



CULTURE / CINEMA



QUOTES

THE EDITORIAL VOICE

SPREAD YOUR VIRAL CONTENT



OBJECTIVES
AWARENESS – ENGAGEMENT - CREATION OF TRAFIC

GIVE VISIBILITY OF YOUR CONTENT ON OUR MEDIAS
1 POST FACEBOOK

You benefit from the editorial credibility.
When clicking, the INTERNET USER is re-DIRECTED ON YOUR
SITE

GUARANTEED REACH : 630 000 for 1 post



NB : mention "branded content" – content supplied by the brand



PIERREHERME.COM

Journal des Femmes - avec Daddy
7 mars, 10:01



DADDY.FR

Journal des Femmes - avec Netflix
22 février, 18:38

Pour les adeptes de Grey's Anatomy, retrouvez Torres, Owen et tous les autres ! Alors, heureuses ? 😊



NETFLIX.COM

Sous réserve de validation éditeur/maquettes