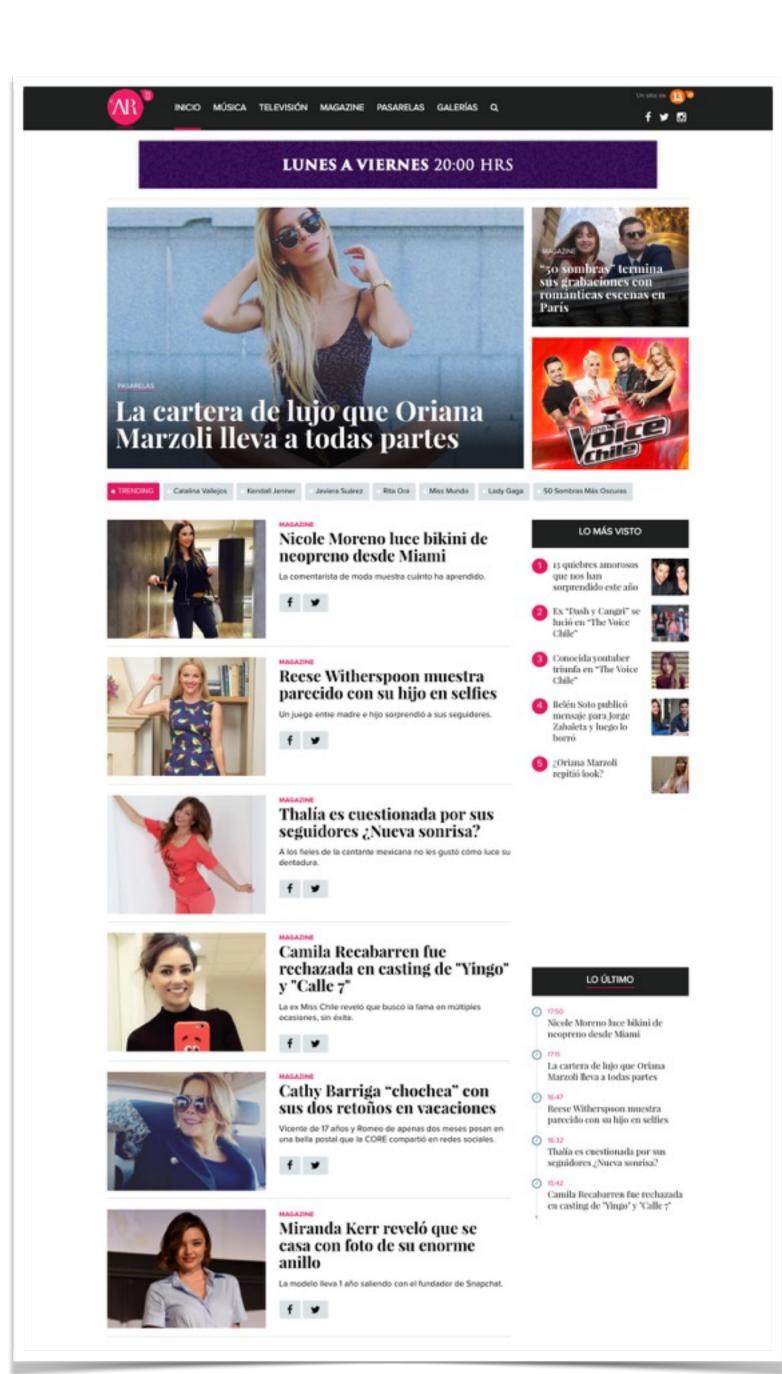


"VERTICAL DE MUJERES"

EL ENCARGO





UN VERTICAL DENTRO DE AR13.CL SU CONTENIDOS PRINCIPAL SERÁ EL VIDEO

DIRIGIDO A MUJERES ENTRE 18 Y 34 AÑOS Independientes | Inquietas | Empoderadas

CONTENIDOS DE UTILIDAD PARA LA MUJER



ESPECIFICACIONES



A CONSIDERAR

- 1. PROTOTIPO FUNCIONAL
- 2. RESPONSIVE
- 3. ESTILO GRÁFICO DE AR13
- 4. DISPLAY DE NOTA ESCRITA
- 5. DISPLAY DE NOTA VIDEO
- 6. ESPACIOS PUBLICITARIOS TRADICIONALES
- 7. INCORPORAR INTERACCIÓN DE CONTENIDOS CON REDES SOCIALES
- 8. INCORPORAR FOOTER CORPORATIVO DE AR13

SECCIONES

BELLEZA

SALUD

DEPORTE

PAREJA / SEXUALIDAD

FINANZAS

TIEMPO LIBRE / PANORAMAS



AR13 | CARACTERÍSTICAS Y AUDIENCIA







ALFOMBRA ROJA (www.ar13.cl)

1.6 MILLONES DE VISITAS ÚNICAS MENSUALES *

6.5 MILLONES DE PAGEVIEWS MENSUALES

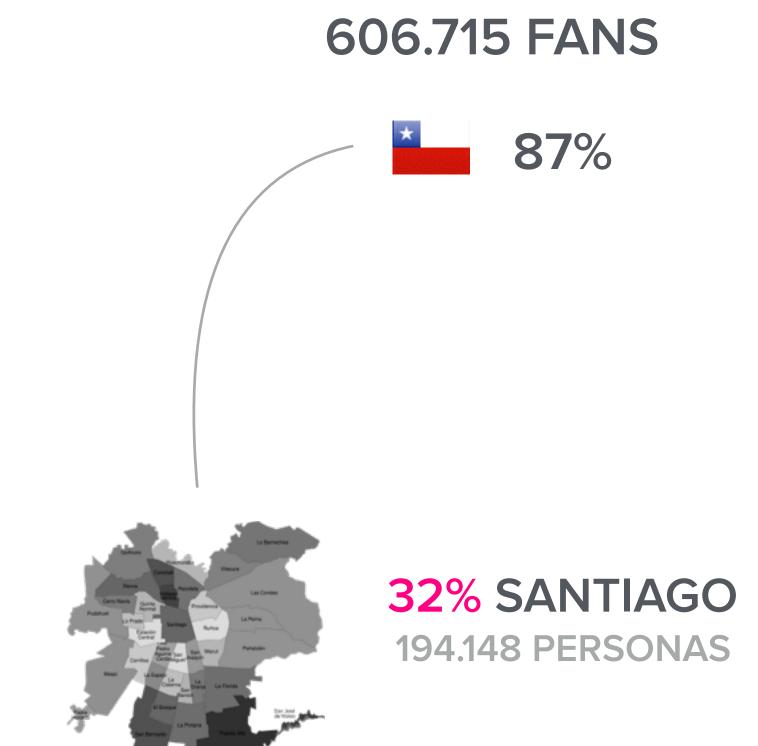
FANS EN FACEBOOK: 606.715

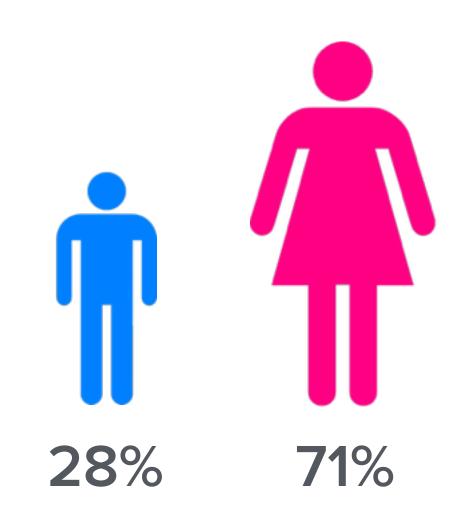
FOLLOWERS EN TWITTER: 473.000

FOLLOWERS EN INSTAGRAM: 10.000

^{*} ALFOMBRA ROJA ES EL SITIO WEB DE ESPECTÁCULOS MÁS VISITADO DE CHILE

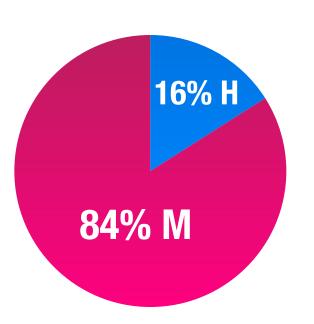
PERFILAMIENTO DE LA PÁGINA DE FACEBOOK DE ALFOMBRA ROJA







¿QUIÉNES INTERACTÚAN?

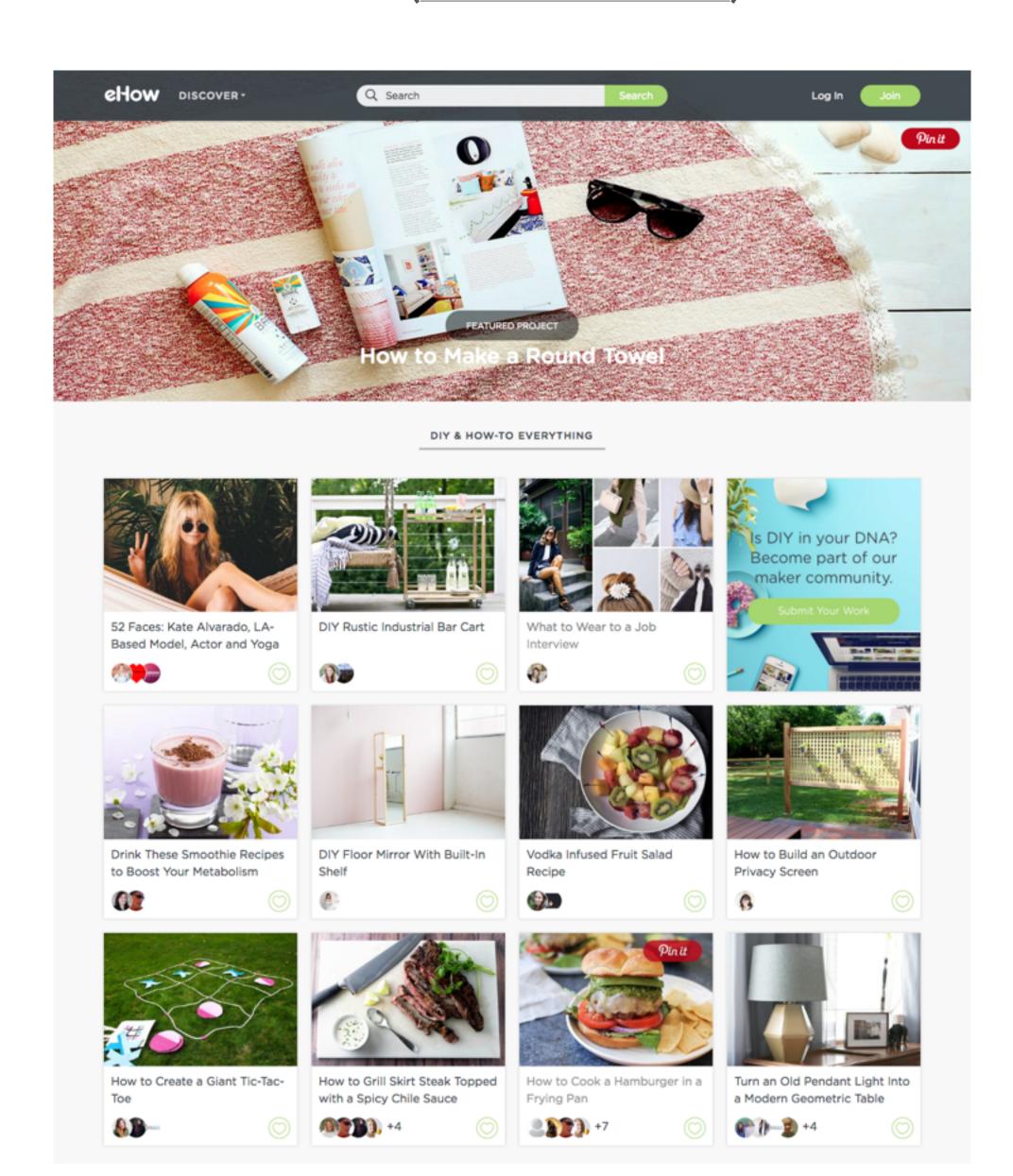


Los usuarios que más interactúan con los contenidos de Alfombra Roja poseen <mark>la misma edad</mark> que el grupo predominante de la página.

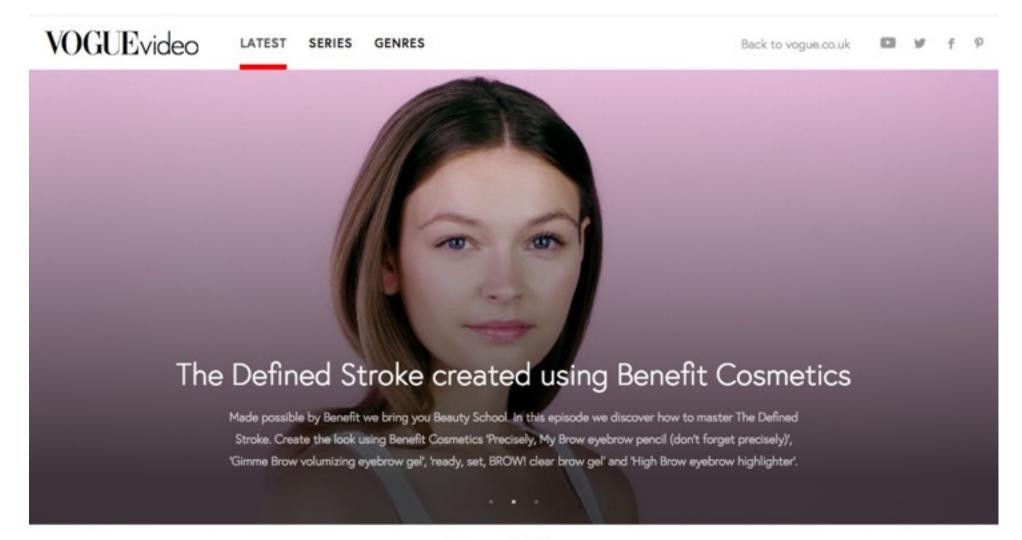
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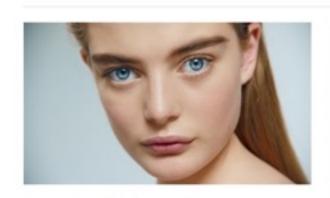
eHow (www.ehow.com)



Vogue Video (www.vogue.co.uk/voguevideo/latest)



Latest Videos



Browsing the Archives in association with Benefit

As fashion shape-shifted through the decades, so did eyebrows. This is a journey through the history of eyebrow looks as seen on British Vogue covers.

Fashion | 4:15



In the Bag of Hailey Baldwin

What does Hailey Baldwin carry inside her bag? In the third episode of British Vogue's new series, the American model takes us through the essentials she can't live without wherever she's going.



Open Season: Jean Campbell and Stella Tennant in a Tim Walker film

Who better to try Stella Tennant and Isabella Cawdor's debut collection for Holland & Holland than the family - and where better to stage it than the rugged hills of the Cawdor estate in the Scottish Highlands? The...

Fashion | 1:26



Inside British Vogue: A brief history of 100 years

To celebrate our centenary year, we take an exclusive look at the 100 years of British Vogue. From movie star's makeup in the Thirties to everything about the supermodels of the Nineties. Join us on a journey as we...

Fashion | 5:17



Inside the Wardrobe of Miranda Kerr

Join us on a trip to Los Angeles as we visit Miranda Kerr at home to raid her wardrobe. Together with Bay Garnett, she talks shoes, pin ups and where to shop.





"VERTICAL DE MUJERES"