

## Editorial

Going on holiday or business? Need maps or driving direction for Europe? **ViaMichelin** offers a wide range of digital travel assistance services to help travelers and motorists plan their trip throughout Europe.

## Formats

Leaderboard  
Med. rectangle  
Halfpage  
Billboard  
TO static or video  
Sliding Video  
Native  
AdInMap  
Corridor  
Preroll

## Audience

- **742.832 UB / Month**
- 4.780.653 Page Requests
- 66% FR – 34% NL
- 52% Women – 48% Men
- 30% : 35-49 yrs
- 36% : 50-64 yrs
- 57% Social Groups 1-4 (Index 130)

