



DIGITAL AUDIO



15.000.000 IMP/month

NEW

 **targetspot**

 **radionomy**

 **SHOUTcast**

 **SKYROCK**
PREMIER SON ET VAP

 **radio
france**

15.000.000

Est. Audio imp/month



1.400.000 Est.imp/month*

460.000 Est.imp/month*

13.140.000 Est.imp/month

* Livestream – ROD - webradios

More than 15.000
free digital radio stations

Multi-device

3M listening hours

4,5 M sessions (35min)

DISCOVER THOUSANDS OF RADIO STATIONS INCLUDING STING OR
CREATE AND STREAM YOUR OWN

350.000 Unique listeners

Featured

Music styles



Profile online listeners

La 1ère



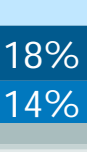
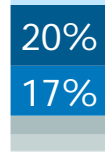
58 %
48% offline



- 55+
- 45-54
- 35-44
- 25-34
- 18-24
- 12-17



42 %
52% offline



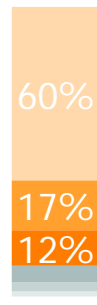
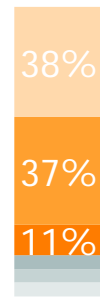
Online

Offline

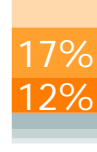
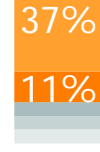
VIVACITÉ



56 %
48% offline



44 %
52% offline



Online

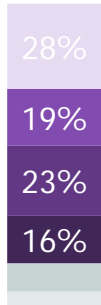
Offline

- 55+
- 45-54
- 35-44
- 25-34
- 18-24
- 12-17

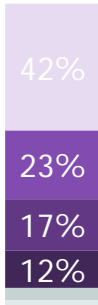
Profile online listeners



61 %
68% offline



Online



Offline

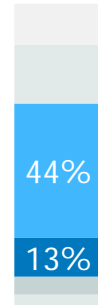
- 55+
- 45-54
- 35-44
- 25-34
- 18-24
- 12-17



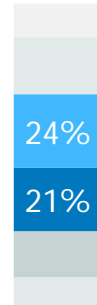
39 %
32% offline



37 %
45% offline



Online



Offline

- 55+
- 45-54
- 35-44
- 25-34
- 18-24
- 12-17

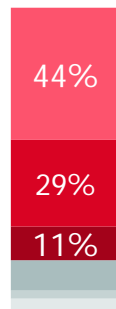
Profile online listeners



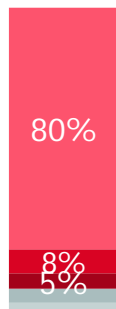
65 %
46% offline



35 %
54% offline



Online



Offline

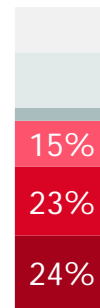
- 55+
- 45-54
- 35-44
- 25-34
- 18-24
- 12-17



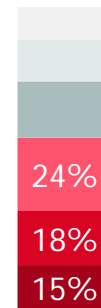
60 %
50% offline



40 %
50% offline



Online



Offline

- 55+
- 45-54
- 35-44
- 25-34
- 18-24
- 12-17

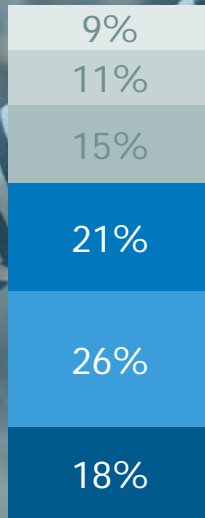
@ radionomy



59 %



41 %



- 65+
- 55-64
- 45-54
- 35-44
- 25-34
- -24



40 %



60 %



Buying possibilities





« A la carte »

Premium
(Invoice Order)

Programmatic

Packages



« A la carte »

Audio Packages*

	radionomy		SKYROCK	radio france	rtbf .be	nri	RON Targetspot		RON RMB	Shoppers
	Pre-roll	Mid-roll	Pre-roll	Pre-roll	Pre-roll	Pre-roll	Pre-roll	Pre+mid-roll	Pre+mid-roll	Pre+mid-roll
10 sec	X	X	X	X	X	X			X	X
20 sec	X	X	X	X			X	X		
30 sec		X	X	X						



« A la carte »

Premium
(invoice order)

Programmatic

NL & FR



Ratecard

Site	Format	Estimated Impressions / month*	Devices	Detail Placement	CPM ≤10 sec.	CPM >10 sec.	Max. duration	Companion banner
RTBF Group	Pre-roll	1.400.000	Desktop,mobile	Run of Site*	25	-	10 sec	5
NRJ	Pre-roll	460.000	Desktop,mobile	Run of Site*	25	-	10 sec	5
Targetspot								
Radionomy, Shoutcast, SkyRock, Radio France, ...	Ad-instream (pre/mid)	13.140.000	Desktop,mobile	Run of Site	13	16	25 sec	-
	Pre-roll	1.970.000	Desktop,mobile	Run of Site	15	19	25 sec	-

* *Livestream + ROD + webradios*

** *Not accessible for distribution sector and alcohol*



Packages

RON RMB

Shoppers

RON Targetspot



NATIONAL

Pre + mid roll*

10 sec max.

1 week

400.000 imp.

4.645 €

media value : 6.700 €

FR

Pre + mid roll*

10 sec max.

1 week

200.000 imp.

3.390 €

media value : 5.000 €



RON AUDIO RMB

* mid-roll and NL only on TargetSpot. In case of distribution or alcohol sector no impressions on Radio France

NATIONAL	FR
Pre + mid roll*	Pre + mid roll*
10 sec max.	10 sec max.
Wed. – Sat.	Wed. – Sat.
250.000 imp.	150.000 imp.
2.680 €	1.900 €
media value : 3.970 €	media value : 2.670 €



SHOPPERS AUDIO PACKAGE

* mid-roll and NL only on TargetSpot. In case of distribution or alcohol sector no impressions on Radio France

69%

Shops between Wednesday and Saturday





NATIONAL	FR
Pre-roll	Pre-roll
20 sec.	20 sec.
1 week	1 week
150.000 imp.	75.000 imp.
1.970 €	985 €
media value : 2.813 €	media value : 1.406 €

RON AUDIO TARGETSPOT - PRE-ROLL

Included : +25% format >10 sec. In case of distribution or alcohol sector no impressions on Radio France





NATIONAL	FR
Pre + mid roll	Pre + mid roll
20 sec.	20 sec.
1 week	1 week
150.000 imp.	75.000 imp.
1.705 €	855 €
media value : 2.438 €	media value : 1.219 €

RON AUDIO TARGETSPOT – AD INSTREAM



FM

5 or 10 sec.

1 week

420 spots

36.500 €

ONLINE

Pre-roll + IMU

10 sec.

1 week

75.000 imp.

2.250 €

38.750 € (avantage -51%)

LA PREM¹ÈRE

VIVACITÉ

CLASSIC
21

pure

MU^{SIC}3

MPJ
MUSIC ONLY

GIGAHERTZ – FM + ONLINE



Pol.com

Duration >10 sec

+25%

Targeting

On demand  **Bisnode**

Ex: Geographic, demographic, contextual, ...

+25%
1 criteria

+40%
2 criteria



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