



DIGITAL AUDIO



:



15.000.000 IMP/month

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



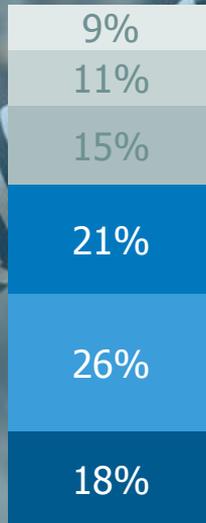
radionomy



59 %



41 %



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



40 %



60 %

Timeline audio





Buying possibilities

« A la carte »

Packages

Premium
(Invoice Order)

Programmatic



Buying possibilities

« A la carte »

Premium
(invoice order)

Programmatic

NL & FR



Premium

 radionomy

RUN on Site

Pre-roll

Max 25 sec

15 € CPM (10 sec)

Mid-roll

Max 60 sec

12 € CPM (10 sec)



Premium



franceinfo:



Skyrock – RUN on site

Radio France - Podcast

Pre-roll

Max 30 sec

15 € CPM
(10sec)

Buying possibilities

	« A la carte »				Audio Packages*	
	radionomy		SKYROCK	radio france	radionomy	
	Pre-roll	Mid-roll	Pre-roll	Pre-roll	Pre-roll	Pre+mid-roll
10 sec	X	X	X	X		
20 sec	X	X	X	X	X	X
30 sec		X	X	X		

* Only available for National campaigns or FR only campaigns



Pol.Com

Duration >10 sec

+25%

Pre-roll
19 € CPM

Mid-roll
15 € CPM

Targeting

On demand

Ex: Geographic, demographic, contextual, ...



Buying possibilities

Audio Packages





Audio Packages

Pre-roll only

Pre+mid roll

National

FR

PRE-ROLL PACK – 1 WEEK – 20 SEC

 radionomy



-50%
Launch offer*

NATIONAL	FR
150.000 imp.	75.000 imp.
1.400 €	700 €
media value : 2.813 €	media value : 1.406 €

Included : +25% format >10 sec *Available on ratecard Q3

PRE+MID-ROLL PACK – 1 WEEK – 20 SEC radionomy



-50%
Launch offer*

NATIONAL	FR
150.000 imp.	75.000 imp.
1.180 €	600 €
media value : 2.363 €	media value : 1.181 €



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