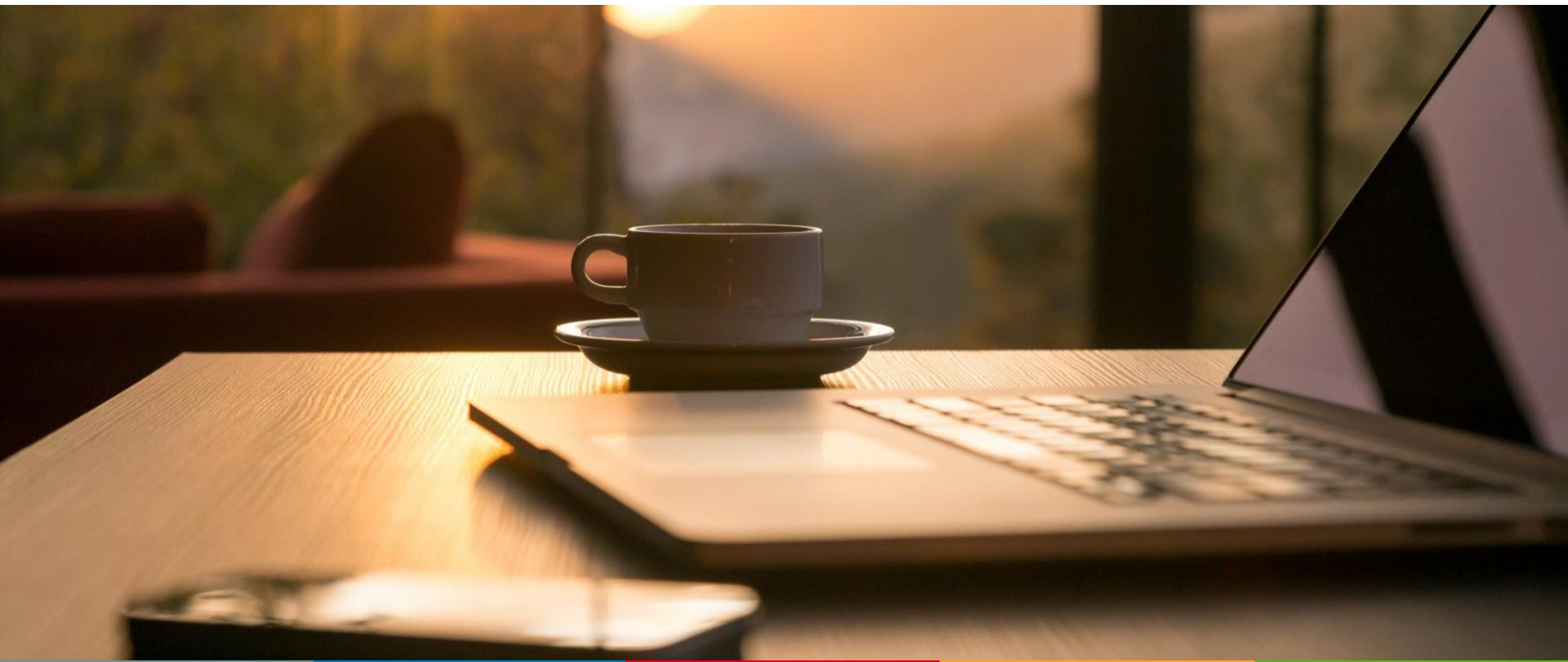




MORNING ROUTINE #MATIN1

Offer 2022



Description



CONCEPT

Exclusive offer in a context of strong content where commercial advertising is no longer allowed

Association of the sponsor with the editorial sequences of #Matin1

Broadcasting: 3 passages between 6am and 9am

Monday to Friday: around 6:35, 7:40, 8:45

Themes: sports, heritage, culture/music



Morning Routine #Matin1



SPONSORING OFFER	NUMBER	PERIOD
RADIO <ul style="list-style-type: none">• Billboards 5 seconds :	3 per Day	From Monday to Friday

Year 2022
Tarif 5 seconds – 6.400 € per week
Tarif 7 seconds – 7.100 € per week
Tarif 10 seconds – 7.900 € per week

1 WEEK – 10" – 15 insertions

	Reach#	Reach%	OTH	GRP	CPT	Selectivity
Managers	30.412	16,1	4,1	66,3	63,1	234
Manager+ professions lib	34.992	15,1	4,0	60,3	56,3	213
Managers+ independants	51.569	12	3,9	47	39,0	166
SG 1-2	108.984	10,4	3,7	38,9	19,4	137
SG 1-4	196.381	9,4	4,0	37	10,2	130
25-54 SG 1-4	95.575	8,5	3,2	27,2	25,7	96
18+	292.075	7,5	4,1	30,4	6,7	107

RAM September-February 2020-2021 March-June 2021 May-August 2021

Offer subject to change (version of 05/11/2021)

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