

LA CHRONIQUE ECONOMIQUE

Offer 2022



CONCEPT

Amid Faljaoui reveals behind the scenes of companies and reviews major events in the economic news.

A brilliant economist, **Amid Faljaoui** is Director of the Roularta Group's French-language magazines (Le Vif/L'Express, Trends Tendances, Money Talk....)

The economic column is broadcast from Monday to Friday on Classic21 & Musiq'3 (except on public holidays) :

- Classic21: at 8:30 am during Le Morning Club + rebroadcast at 5:30 pm (On the Road Again)
- Musiq'3 : at 07h55 during La Matinale



COUNTERPARTS (1 week basis)

Classic21 :

- 20 spots broadcast during the action week
- 1 spot of 5 sec/chronic (10 total)

Musiq'3 :

- 20 spots broadcast during the action week
- 1 spot of 5 sec/chronic (5 in total)



La chronique économique – Offer 2022



Degressive *		
Consecutive weeks		
2 weeks	3 weeks	4 weeks
- 10 %	- 15 %	- 20 %
Non-consecutive weeks		
2 weeks	3 weeks	4 weeks
- 5 %	- 10 %	- 15 %
Seasonal conditions		
From September to June	July and August	
Indice 100 (basic rate)	Indice 80 (Summer rate)	

* Discounts valid only with the purchase of the same product and within the framework of a simultaneous reservation.



Total excl. VAT

1 week : 13.700 €

Deadline broadcast: 3 weeks before 1st broadcast

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