



MORNING ROUTINE #MATIN1

Offer 2021



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 6:30, 7:45, 8:50

Themes: sports, heritage, culture/music



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

From week 27 to week 52

Tarif 5 seconds – 5.700 € per week

Tarif 7 seconds – 6.000 € per week

Tarif 10 seconds – 6.300 € per week

ÉVALUATION SPONSORING



Targets	Reach#	Reach%	OTH	GRP	CPT	Sel.
Managers	32.529	17,5	3,9	68,3	44,27€	206
Managers & Prof. Libérales	37.397	16,5	3,84	63,3	39,06€	191
Managers & Indépendants	58.192	13,6	4,10	55,8	23,49€	168
SG 1 + 2	112.916	11,2	4,06	45,4	12,23€	137
SG 1 + 4	204.588	9,9	4,33	42,9	6,33€	130
25-54 GS1-4	98.442	8,6	3,63	31,2	15,70€	94
18+	313.448	8	4,41	35,5	4,06€	107

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