



The radio for the French business community

### **MARKET POSITION:**

**BFM Business** is the only French radio station 100% dedicated to Economy and Finance.

**BFM Business** mainly targets an AB+ male audience composed of CEO, Decision makers, Senior Executives and Investors (59 % of the listeners are executives and listeners).

<b>BFM Business</b>	
Premium daily listeners ( <i>Premium study 2016</i> )	551,000 Premium listeners

### **EDITORIAL PROFILE:**

*"All info, all economy"* summarizes the editorial concept of **BFM Business**. Each day, the station produces 11 hours of live information, debates and analyses. The radio offers a real editorial complement to print press and has a unique reactivity not offered by any other media. **BFM Business** covers French and international economic news in real time. For French executives, **BFM Business** is the primary source of economic news of the day: from 6am with *Good morning Business*, before going online or reading the press. Highly regarded by business community, **BFM Business** can therefore interview more than 150 CEO and decision-makers per week.

### **ADVERTISING RATES 2019:**

Proposals only on request.

**BFM** provides advertising with an excellent opportunity to reach its impressive audience with: classic campaigns (**Corporate**), sponsoring and special operations, financial campaigns, sponsoring of the coverage of a business event (BFM AWARDS).

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

### **COPY DEADLINE:**

Please contact us for details.

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