



The DTT channel for women

**MARKET POSITION:**

**Chérie25** is the number 1 DTT channel dedicated to women.

Informative, positive and close to its viewers, **Chérie25** wants to claim the pleasure to be a woman.

**Chérie25** mainly targets an audience composed of AB+ working women (with children) from 25 year olds and over.

		<b>Chérie 25</b>
<b>Viewers per day</b>	Médiametrie Jan -June 2017	4,800,000

**PROFILE:**

**Chérie25** has a wide variety of programming which discuss about fashion, wellness, culture, psychology, coaching...

**Chérie25** offers daily information on these subjects with cultural news, debates about a society topic, daily talk-show, interviews, documentaries, films and series.

**ADVERTISING RATES 2018:**

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**CREATIVE DEADLINE:**

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**TECHNICAL SPECIFICATIONS:**

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