



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.

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 2017:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for details

TECHNICAL SPECIFICATIONS:

Please contact us for details

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk