



The DTT channel for women

MARKET POSITION:

Chérie25 is the number 1 DTT channel dedicated to women. It provides with an exclusive magazine offer about society, expressions, stories and anecdotes. Along a wide range offer of family-friendly movies and series, Chérie 25 is best known for its two successful movie nights per week.

		Chérie 25
Viewers per day	Médiamétrie Jan -June 2018	4,600,000

PROFILE:

The audience is mainly women (65%), and 62% are women in charge of the household purchases. 50% viewers are 25-49 y.o.

ADVERTISING RATES 2018:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for details

TECHNICAL SPECIFICATIONS:

Please contact us for details

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