



The website of the 100% talk radio

### **MARKET OVERVIEW:**

80% of the visitors of **RMC.fr** are male and 67% are between 25 and 49 year olds. More than half of the visitors are ABC1, including 29% of senior company executives and senior managers. 74% of our visitors often buy online.

	<b>RMC</b>
<b>Unique Visitors (per month)</b>	575,000

Source: Mediametrie NetRatings Fixe September 2016

### **PROFILE:**

**RMC.fr** is the website of the successful 100% talk radio. The internet users can have access to live programmes, download the latest shows via podcasting, join in the forums and chat with personalities. **RMC** has launched radio podcasting since 2005. Podcasting enables visitors to download all programmes of **RMC** and listen to them online or with a MP3 player. 20% of the visitors download programmes from **RMC**.

### **ADVERTISING RATES 2018:**

<b>Format</b>	<b>Size</b>	<b>Gross CPM</b>
Expand mega banner	728 x 180	65 €
Mega banner	728 x 90	50 €
MPU	300 x 250	50 €

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details

### **CREATIVE DEADLINE:**

Please contact us for all details

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