



## Mobile

The application of the 100% talk radio

### **MARKET OVERVIEW:**

80% of the visitors of *RMC.fr mobile* 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.fr mobile</b>	<b>RTL.fr mobile</b>	<b>Europe1.fr mobile</b>
<b>Unique Visitors (per month)</b>	271,000	3,590,000	3,365,000
<b>Unique Visitors (per day)</b>	52,000	227,000	261,000

Mediametrie Net Rating mobile June 2019

### **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 2019:**

Please contact us

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details

### **CREATIVE DEADLINE:**

Please contact us for all details

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