



The 100% talk radio

MARKET POSITION:

Each day, 4,251,000 listeners switch on to **RMC**. 56% of the prime-time listeners are ABC1 and 52% are under 50 years of age. **RMC**'s listeners spend an average 117 minutes per day listening to the station. **RMC** reversed the trend in the French radio landscape being the only talk station to progress constantly. It is the second commercial radio in France.

	RMC
Listeners each day (Mediametrie April-June 2018)	4,251,000

EDITORIAL PROFILE:

Since the radio launched its new formula in 2001, **RMC** has shaken up the radio world in France. The programmes are very different from the normal French radio stations as they have a fresh and original approach. **RMC**'s concept is fresh and original: News (from 5am to 11am), talk (from 11am to 6pm) and sport (6pm to midnight). 66 hours of programmes are dedicated to sport every week, so **RMC** can claim n° 1 slot in this area. **RMC** encourages debate and has a relaxed and irreverent tone. On **RMC**, listeners can always call and interact through social networks.

ADVERTISING RATES 2019:

Please contact us for details

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

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