



The 100% generalist channel

MARKET POSITION:

44,036,000 people 4+ receive **NRJ 12** in their homes. 57% of their viewers are aged 25-49 and 72% are aged 15-49. It is particularly popular with women and it is the second most popular channel for a younger audience with a particular affinity with 15-49 year olds. It is also the third most popular channel amongst young adults (aged 25-34) and a male target audience.

		NRJ 12
Monthly coverage	(Mediametrie / Mediamat Feb 2009)	27.5 million

PROFILE:

NRJ 12 specialises in mini-generalist programming – cinema, series, features and entertainment. It has a wide variety of programming with a range of films of all genres and series such as *Friends*, *American Dad*, *X Files* being among the most popular shows. **NRJ 12** also boasts several hit network productions that have taken prime time by storm including game shows, reality TV and features.

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

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