



**HIT MUSIC ONLY !**

The website of the leading French radio for 25-49 years old

### **MARKET OVERVIEW:**

**NRJ** is a popular, accessible and modern radio channel. It appeals to all age groups and the content is based on hits and novelty. **NRJ.fr** is the website of this station.

**NRJ.fr** targets mainly young people between 13 and 49, working women as well as housewives with children under 15 years of age.

	<b>NRJ.fr</b>	<b>RTL.fr</b>	<b>Europe1.fr</b>
<b>Unique visitors</b>	2,487,070	2,185,000	2,467,000
<b>Impressions</b>	108,163,000	31,205,000	31,882,000
<b>Time spend per month per UV</b>	0:15:24	0:07:40	0:07:33

Source: Nielsen Net Ratings Feb 2011

### **WEBSITE PROFILE:**

**NRJ.fr** proposes:

- A large editorial content, similar to the leading French musical radio
- A wide variety of videos on the whole website (video clips, interviews, reports...). This videos section is rapidly increasing and expanding.
- Daily programmes: contests and special operations with well-known international artists (ex. OP Black Eyed Peas).

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details

### **CREATIVE DEADLINE:**

Please contact us for all details

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