



The 100% talk radio

**MARKET POSITION:**

Each day, 2,830,000 listeners switch on to **RMC**. At any given time; 306,000 people are listening to **RMC**. 46% of the listeners are executives and directors and 51% are under 50 years of age (compared with 27% on RTL and only 25% on Europe 1). **RMC**'s listeners spend an average 123 minutes per day listening to the station. **RMC** reversed the trend in the French radio landscape being the only talk station to progress constantly, from 1,4% market share in 2001 up to 6,1% in 2007 (Médiamétrie).

	<b>RMC</b>
Listeners each day (Mediametrie Jan-March 2011)	3,246,444

**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. **RMC** offers a unique interactivity with its audience by all means possible: telephone, internet, sms, blogs...**RMC** innovates in every way: it was the first French radio ever to launch a show about love and sexuality in day time in 2001 with *Brigitte Lahaie, l'amour et vous*. Since then, the show has become amongst the most popular on **RMC**.

**TECHNICAL SPECIFICATIONS:**

**COPY DEADLINE:**

Product	Net rates	Weeks	CGRP Net 30'' 13 years old & +	CGRP Net 30'' 13 years old & +	Number of messages
Pack 1	17,500 €	1	915 €	915 €	56
Pack 2	21,000 €	2	860 €	860 €	112
Pack 3	34,000 €	4	800 €	800 €	224

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