



The website of the 100% talk radio

MARKET OVERVIEW:

80% of the visitors of **RMC.fr** 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.

	RMC.fr	RTL.fr	Europe1.fr
Unique visitors	1,754,000	2,185,000	2,467,000
Impressions	28,150,000	31,205,000	31,882,000
Time spend per month per UV	0:10:01	0:07:40	0:07:33

Source: Nielsen Net Ratings Feb 2011

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**.

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

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