



Hit music only!
The leading French radio on millennials and 25-49 yo

MARKET POSITION:

NRJ is a popular, accessible and modern radio channel. It is intergenerational and based on Hits and novelty. **NRJ** is the leading French radio on millennials and 25-49 yo. The radio mainly targets young people between 13 and 49 years of age, active women as well as housewives with children under 15 years old.

	NRJ
Listeners per day (Mediametrie April-June 2018)	5,533,000

PROFILE:

3 of **NRJ**'s Core Values:

- "Sharing": with more than 4 different music styles, **NRJ** is the most diversified radio channel in France. The radio wants to help its listeners to discover a large variety of music: French and International Pop Music, Pop Rock, Dance/Electro, Groove/R&B, etc.
- "Modernity": **NRJ** was a pioneer of web-radios and iPhone applications.
- "Accessibility": throughout the year, **NRJ** offers its listeners, special moments with their favourite artists thanks to popular events: *NRJ Music Awards*, *NRJ Music Tour*, *NRJ Sessions*, etc.

NRJ also offers two particularly popular programmes:

- Le 6/9: it is the leading morning programme for 25-49 years old; the *6/9* comprises 3 hours of comedy, news, music, celebrity interviews, etc.

ADVERTISING RATES 2018:

Please contact us for details

TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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