



LE BACHELOR

A POWERFUL PROGRAM WITH THE BEST AUDIENCE







1ST MOST WATCHED **CHANNEL** WITH 36% OF AUDIENCE SHARE





AUDIENCE SHARE RECORD ON

CANAL



WITH

650K VIEWS



LE BACHELOR SEASON 3

A NEW SEASON WITH A NEW BACHELOR!

After following Clive's adventures, season 3 will lead us to meet a new single man looking for true love

20 candidates will have to seduce him to hope to become his future wife

Throughout 12 episodes, he will have to make choices and offer the final rose to his beloved one



From June 2024 (to be confirmed)
Broadcast on Saturday at 8:30 p.m.
Duration 90 minutes





CLASSIC TV AD (SPOT)

PRESENCES DETAILS

IN SPOT



BREAK SPOT



FULL SEASON OFFER

12 NEW EPISODES AND 36 RERUNS

48 SPOTS IN OR BREAK

10 000€ NET



CANAL + ADVERTISING



SPONSORING (BILLBOARD) & CLASSIC TV AD (SPOT)

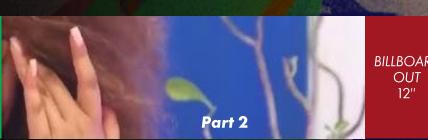
PRESENCES DETAILS



BILLBOARD IN 12"



BILLBOARD BREAK 12"



BILLBOARD

4 WEEKS OFFER

4 NEW EPISODES AND 12 RERUNS

140 PRESENCES

16 SPOTS IN OR BREAK

64 BILLBOARDS

60 TEASERS

30 000€ NET

SPOT BASE 30"

FULL SEASON OFFER

12 NEW EPISODES AND 36 RERUNS

396 PRESENCES

48 SPOTS IN OR OUT 192 BILLBOARDS **180** TEASERS

75 000€ NET

SPOT BASE 30"

CANAL + ADVERTISING



PRODUCT PLACEMENT

YOUR PRODUIT HIGHLIGHTED IN THE PROGRAM

EVENT FORMAT



VILLA DES ROSES



RESTAURANTS AND CAFES



OUTDOORS



SHOPS

PRODUCT PLACEMENT OFFER

A TAILOR-MADE STRATEGY, WITH A NATURAL INTEGRATION OF THE PRODUCT IN ITS UNIVERSE



FROM

5 000€ NET ON REQUEST



DIGITAL - SOCIAL MEDIA

30M°
PRINTS BY MONTH

6M°
SUBSCRIBERS

2M°
LIKES BY MONTH

3%
COMMITMENT RATE



