

CANAL+

POP



The
BACHELOR

SEASON 3

CANAL+ ADVERTISING

LE BACHELOR

A POWERFUL PROGRAM WITH THE BEST AUDIENCE



1,7 M^o TV VIEWERS



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



58% OF SHARE IN CAMEROUN



35% OF SHARE IN IVORY COAST

AUDIENCE SHARE RECORD ON



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



PRESENCES DETAILS

IN
SPOT

Part 1

BREAK
SPOT

Part 2



The
BACHELOR

FULL SEASON OFFER

12 NEW EPISODES AND **36** RERUNS

48 SPOTS IN OR BREAK

10 000€ **NET**
BASE 30"

PRESENCES DETAILS

IN
SPOTS
30"

BILLBOARD
IN
12"



BILLBOARD
BREAK
12"

BREAK
SPOTS
30"

BILLBOARD
BREAK
12"



BILLBOARD
OUT
12"

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"

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

30M°

PRINTS BY MONTH

2M°

LIKES BY MONTH

6M°

SUBSCRIBERS

3%

COMMITMENT RATE



4 POSTS

SPONSORED POSTS ON FACEBOOK
CANAL+ AFRIQUE PAGE

10 000€ NET