AD + OFFERS

BY CANAL + ADVERTISING

6 TARGETED, POWERFUL AND ATTRACTIVE OFFERS

ALL POPULATION

START

Reach the largest number of viewers.

AB INDIVIDUALS

MOVE

Reach active populations with good purchasing power

MANAGERS & BUSINESS LEADERS

BUSINESS

Reach populations with very high incomes

TV NEWS

INFO

Reach the entire population in a news context

MEN

MEN

Reach the male audience

WOMEN

NOVELAS TV

VOTRE CŒUR BAT PLUS FORT

ACCESS

Reach women around the latest successful telenovelas

FROM

5 000 €

AT LEAST **50%**

TV SPOTS IN **PRIME-TIME**

ALL POPULATION

YOUR BRAND ON POWERFUL TV CHANNELS TO ADDRESS THE WHOLE POPULATION

7 CHANNELS

NOVELAS TV – VOTRE CŒUR BAT PLUS FORT
NOLLYWOOD TV
NOLLYWOOD TV EPIC
A+
TRACE AFRICA
TRACE URBAN
RTL9

2 weeks
5 000€
40 TV spots
NET PRICES, ALL DISCOUNTS DEDUCTED

4 weeks
9 000€
80 TV spots
NET PRICES, ALL DISCOUNTS DEDUCTED

AT LEAST 50% TV SPOTS IN PRIME-TIME

POWERFUL & ECONOMICAL

NUMBER OF ADVERTISING CONTACTS	CPM COST PER 1000 CONTACTS
35 886 000	0,25€

Source : KANTAR – AFRICASCOPE URBAN / All Population 15+ / Performances for 80 spots on 4 weeks / 2 packages maximum per year / « Prime-Time » refers to the most powerful time-slot for each channel

INDIVIDUS AB

YOUR BRAND ON POWERFUL TV CHANNELS TO ADDRESS HIGH INCOME PEOPLE

9 CHANNELS

NOVELAS TV – VOTRE CŒUR BAT PLUS FORT
NOLLYWOOD TV
NOLLYWOOD TV EPIC
TV5 MONDE AFRIQUE
CANAL+ POP
CANAL+ PREMIERE
CANAL+ ACTION
CANAL+ CINEMA
FRANCE 24

2 weeks
5 000€
40 TV spots
NET PRICES, ALL DISCOUNTS DEDUCTED

4 weeks
9 000€
80 TV spots
NET PRICES, ALL DISCOUNTS DEDUCTED

AT LEAST 50% TV SPOTS IN PRIME-TIME

POWERFUL & ECONOMICAL

NUMBER OF ADVERTISING CONTACTS	CPM COST PER 1000 CONTACTS
31 860 000	0,28€

Source : KANTAR – AFRICASCOPE URBAN / All Population 15+ / Performances for 80 spots on 4 weeks / 2 packages maximum per year / « Prime-Time » refers to the most powerful time-slot for each channel

CADRES & DIRIGEANTS

YOUR BRAND ON POWERFUL TV CHANNELS TO ADDRESS BUSINESS LEADERS

7 CHANNELS

FRANCE 24

LES CHAINES CANAL+ SPORT

CANAL+ POP

CANAL+ PREMIERE

CANAL+ ACTION

CANAL+ CINEMA

TV5 MONDE AFRIQUE

2 weeks

5 000€
40 TV spots

NET PRICES, ALL DISCOUNTS DEDUCTED

4 weeks

9 000€
80 TV spots

NET PRICES, ALL DISCOUNTS DEDUCTED

AT LEAST **50%** TV SPOTS IN PRIME-TIME

POWERFUL & ECONOMICAL

NUMBER OF ADVERTISING CONTACTS	CPM COST PER 1000 CONTACTS
25 317 000	0,36€

Source : KANTAR – AFRICASCOPE URBAN / All Population 15+ / Performances for 80 spots on 4 weeks / 2 packages maximum per year / « Prime-Time » refers to the most powerful time-slot for each channel

CONTEXTE JT

YOUR BRAND ON THE MOST POWERFUL NEWS TIME SLOTS

2 CHANNELS

FRANCE 24

TV5 MONDE AFRIQUE

2 weeks

5 000€
60 TV spots

NET PRICES, ALL DISCOUNTS DEDUCTED

4 weeks

9 000€
120 TV spots

NET PRICES, ALL DISCOUNTS DEDUCTED

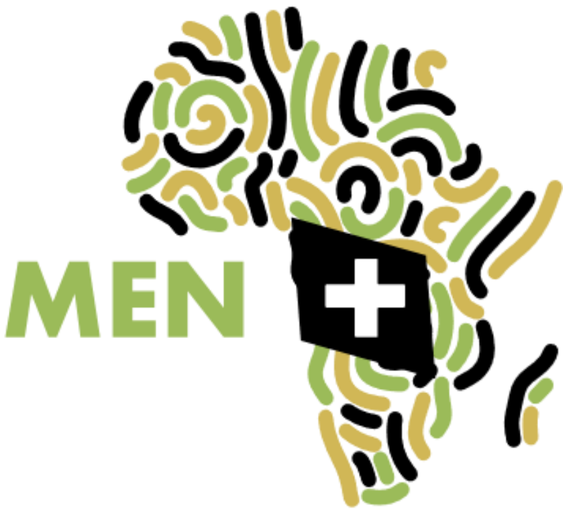
AT LEAST 50% TV SPOTS IN PRIME-TIME

POWERFUL & ECONOMICAL

NUMBER OF ADVERTISING CONTACTS	CPM COST PER 1000 CONTACTS
41 731 000	0,22€

Source : KANTAR – AFRICASCOPE URBAN / All Population 15+ / Performances for 80 spots on 4 weeks / 2 packages maximum per year / « Prime-Time » refers to the most powerful time-slot for each channel

HOMMES



YOUR BRAND ON POWERFUL TV CHANNELS TO ADDRESS MEN

3 CHANNELS

LES CHAINES CANAL+ SPORT

LALIGA · SERIE A TIM · BUNDESLIGA · SPL Saudi Pro League

CANAL+ ACTION

ACTION

2 weeks

5 000€
30 TV spots

NET PRICES, ALL DISCOUNTS DEDUCTED

4 weeks

9 000€
60 TV spots

NET PRICES, ALL DISCOUNTS DEDUCTED

AT LEAST **50%** TV SPOTS IN PRIME-TIME

POWERFUL & ECONOMICAL

NUMBER OF ADVERTISING CONTACTS	CPM COST PER 1000 CONTACTS
31 323 000	0,29€

Source : KANTAR – AFRICASCOPE URBAN / All Population 15+ / Performances for 80 spots on 4 weeks / 2 packages maximum per year / « Prime-Time » refers to the most powerful time-slot for each channel

FEMMES

YOUR BRAND ON POWERFUL TV CHANNELS TO ADDRESS WOMEN

NOVELAS tv
VOTRE CŒUR BAT PLUS FORT

NOVELAS tv
VOTRE CŒUR BAT PLUS FORT
ACCESS +

2 weeks

5 000€
40 TV spots
NET PRICES, ALL DISCOUNTS DEDUCTED

4 weeks

9 000€
80 TV spots
NET PRICES, ALL DISCOUNTS DEDUCTED

AT LEAST
50%
TV SPOTS IN PRIME-TIME

POWERFUL & ECONOMICAL

NUMBER OF ADVERTISING CONTACTS	CPM COST PER 1000 CONTACTS
44 344 000	0,20€

Source : KANTAR – AFRICASCOPE URBAN / All Population 15+ / Performances for 80 spots on 4 weeks / 2 packages maximum per year / « Prime-Time » refers to the most powerful time-slot for each channel

LES OFFRES AD+

PAR CANAL + ADVERTISING