CANAL+ ADVERTISING



REGIE PUBLICITAIRE

N°1

EN AFRIQUE

SUBSAHARIENNE FRANCOPHONNE

THE MOST POWERFUL PAN-AFRICAN CHANNELS

NOVELAS+ · NOLLYWOOD TV · A+ · CANAL+ SPORT · CANAL+ MAGIC · FRANCE 24 · TV5 MONDE · TRACE AFRICA · ACTION · INFOSPORT+ · RTL9

THE BEST LOCAL CHANNELS

A+ CÔTE D'IVOIRE · MANDEKA · Novegasy · SUNU YEUF · A+ BÉNIN · maboke tv Ya biso yang'oyo · PULAAGU · ZACU TV

CANAL+



ONE-TO-MANY

PAN-AFRICAN *COMMUNICATION*

Multiply advertising reach by communicating across 25 countries

CANAL+ ADVERTISING GENERAL CHANNEL

CANAL+ ACTION | CANAL+ PREMIERE | CANAL+ CINEMA | CANAL+ MAGIC

BUNDLING OF 4 CANAL+ CHANNELS		
RATES		
Prime	6 PM – 10 PM	1 200€
Day	*OFF-PRIME TIME SLOTS*	650€

CANAL+ ACTION

THE 100% ADRENALINE CHANNEL

CATEGORY **CINEMA**	*TARGET* **MEN**
RATES	
All Day	300€

CANAL+ PREMIERE

THE BEST ORIGINAL PRODUCTIONS

CATEGORY **CINEMA**	*TARGET* **AB Individuals**	
RATES		
Prime	8:30 PM – 10 PM	500€
Day	*OFF-PRIME TIME SLOTS*	250€

CANAL+ CINEMA

A CHANNEL DEDICATED TO CINEMA

CATEGORY **CINEMA**	*TARGET* **AB Individuals**
RATES	
All Day	200€

CANAL+ MAGIC

100% ARICAN & EXCLUSIVE

CATEGORY **GENERALISTE**	*TARGET* **AB Individuals**
RATES	
Day	300€
Prime	650€
Original creation	1 000€

All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

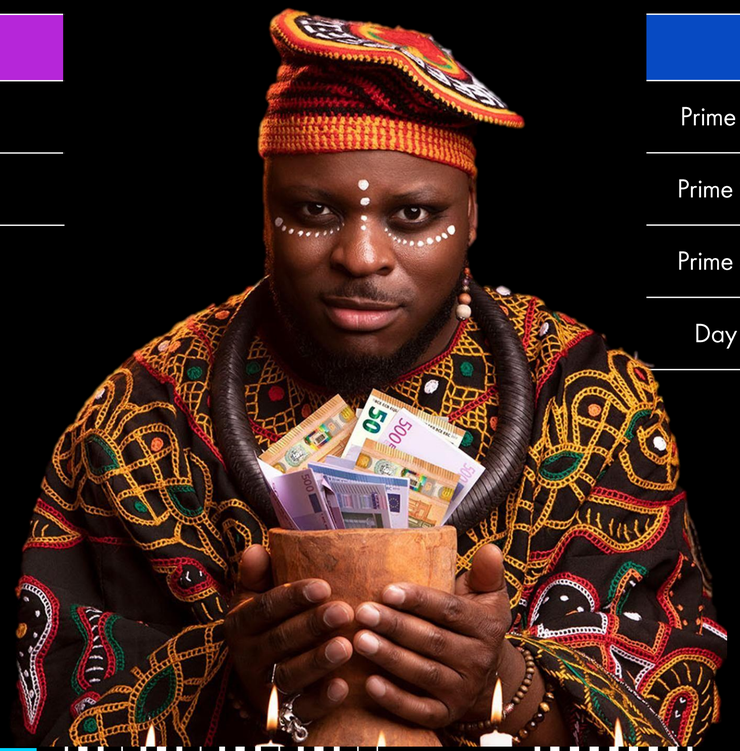
CANAL+ ADVERTISING GENERAL CHANNEL

RTL9



THE ULTIMATE MOVIE CHANNEL	
CATEGORY **CINEMA**	TARGET **ALL POPULATION**
RATES	
Prime	650€
Day 1	300€

TV5 MONDE



THE AFRICAN GENERAL ENTERTAINMENT CHANNEL		
CATEGORY **GENERAL**		TARGET **AB Individuals**
RATES		
Prime 1	*Football : Ligue 1*	1 500€
Prime 2	*JT Afrique, Les Maternelles, Wari...*	850€
Prime 3	*3 PM - 8 PM*	500€
Day	*OFF-PRIME TIME SLOTS*	300€

All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING DRAMA

NOVELAS+

THE BEST TELENOVELAS EXCLUSIVELY

CATEGORY **FICTION**	TARGET **WOMEN**

RATES		
Prime	4 PM – 8 PM	1100€
Prime Week-end	10.12 PM – 11.42 PM	500€
Day 1	8 PM – 11.32 PM	900€
Day 2	10.10 AM – 3.42 PM	650€
Day 3	6 AM – 9.52 AM / 23 PM – 23.32 PM	450€



A+

THE CHANNEL FOR AFRICAN SERIES

CATEGORY **FICTION**	TARGET **WOMEN**

RATES		
Prime	3 PM – 9.30 PM	650€
Prime Week-end	6.20 PM – 8.30	650€
Day	OFF-PRIME TIME SLOTS	300€



All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING **DRAMA**

BUNDLING OF 2 NOLLYWOOD CHANNELS

CATEGORY **FICTION**	TARGET **WOMEN**	
TARIFS		
Prime	8 PM – 10 PM	700€
Day	*OFF-PRIME TIME SLOTS*	350€



NOLLYWOOD TV

CATEGORY **FICTION**	TARGET **WOMEN**	
TARIFS		
Prime	1 PM – 10 PM	250€
Day	*OFF-PRIME TIME SLOTS*	100€

NOLLYWOOD EPIC

CATEGORY **FICTION**	TARGET **WOMEN**	
TARIFS		
Prime	1 PM – 10 PM	600€
Day	*OFF-PRIME TIME SLOTS*	300€

All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING ACTION

ACTION

CANAL+ ACTION



BUNDLING OF 2 ACTION CHANNELS

RATES		
Prime	8.30 PM – 11.15 PM	800€
Day	*OFF-PRIME TIME SLOTS*	500€

ACTION

THE 100% ADRENALINE CHANNEL

CATEGORY **CINEMA**	*TARGET* **MEN**	
RATES		
Prime	8.50 PM – 10.45 PM	650€
Day	*OFF-PRIME*	300€

CANAL+ ACTION

THE 100% ADRENALINE CHANNEL

CATEGORY **CINEMA**	*TARGET* **MEN**
RATES	
All Day	300€

All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified
*Specific purchase conditions: please refer to the General Terms and Conditions of Sale (GTC).

CANAL+ ADVERTISING SPORT

INFOSPORT+

THE BEST OF SPORTS NEWS	
CATEGORY **SPORTS NEWS**	*TARGET* **MEN**
RATES	
All Day	200€

CANAL+ SPORT

CANAL+ SPORT 1 | CANAL+ SPORT 2 | CANAL+ SPORT 3 | CANAL+ SPORT 4 | CANAL+ SPORT 5



THE BEST COMPETITIONS EXCLUSIVELY

CATEGORY **SPORT**

STANDARD RATES		
CANAL+ SPORT 1, 2, 3, 4 ET 5		
Monday to Sunday	6 AM - 11.59 PM	500€

MAGAZINES	
Football Magazines	1 000€
Non-Football Magazines	500€

CIBLE **MEN**

COMPETITIONS 2025 - 2026 Season	
UEFA Champions League* Group Stage	2 500€
Premier League*	2 200€
Ligue 1	1 650€
Liga	1 900€
Bundesliga	1 650€
LONACI Ligue 1	500€
CAF Competitions (excluding AFCON)	500€
NBA	550€
UFC	500€

All rates are quoted for a 30-second commercial.
Placement is not guaranteed; airing may occur at the beginning, during breaks, or at the end, depending on available inventory.
Priority is given to commercial offers sold in packages.
*Specific conditions for the Premier League and the Champions League: format coefficient of 100% for spots lasting between 21 and 30 seconds; format coefficient of 81% for spots lasting between 7 and 20 seconds.

CANAL+ ADVERTISING NEWS



FRANCE 24

CONTINUOUS NEWS AND MAGAZINES 24/7		
CATEGORY **NEWS**		*TARGET* **AB Individuals**
TARIFS		
Prime 1	JT Afrique & Sport Magazine	900€
Prime 2	6.30 AM – 11 AM (Paris) 7 PM – 10.30 PM (Paris)	500€
Day	*OFF-PRIME TIME SLOTS*	300€
English Channel	400€	

All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified
*Specific purchase conditions: please refer to the General Terms and Conditions of Sale (GTC).

CANAL+ ADVERTISING MUSIC

TRACE AFRICA | TRACE URBAN

BUNDLING OF 2 TRACE CHANNEL	
CATEGORY **MUSIC**	TARGET **15-34**
RATES	
Day	250€
Prime	350€



TRACE GOSPEL

GOSPEL 100%	
CATEGORY **MUSIC**	TARGET **ALL POPULATION**
RATES	
Toute la journée	36€



All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified
*Specific purchase conditions: please refer to the General Terms and Conditions of Sale (GTC).



Cuisines

THE EASY RECIPES CHANNEL		
CATEGORY **FOOD**		TARGET **WOMEN**
RATES		
Prime	11.30 AM - 12 AM & 8.30 PM - 10.30 PM	100€
Day	OFF-PRIME TIME SLOTS	50€

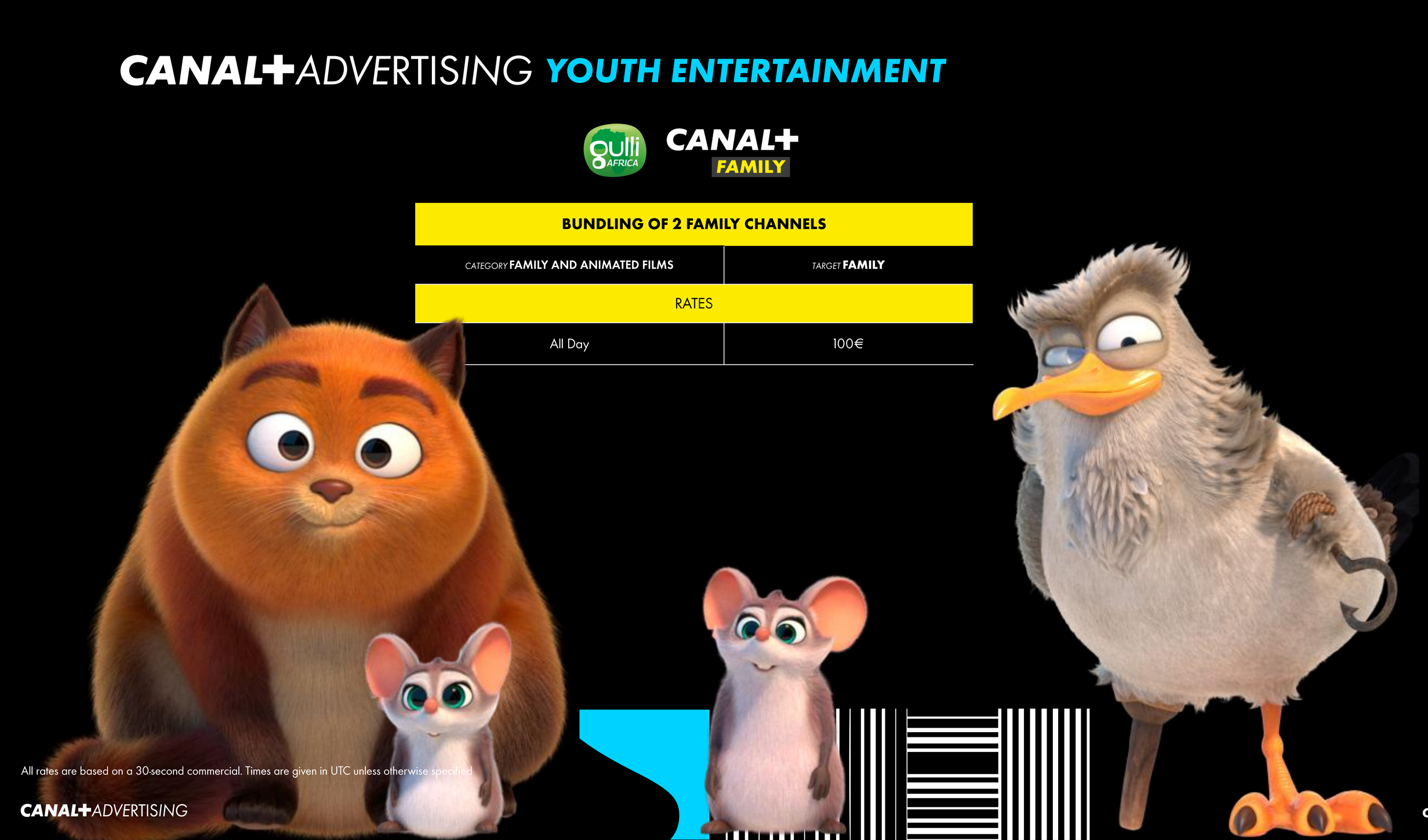
All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified
*Specific purchase conditions: please refer to the General Terms and Conditions of Sale (GTC).

CANAL+ ADVERTISING YOUTH ENTERTAINMENT

gulli AFRICA

CANAL+ FAMILY

BUNDLING OF 2 FAMILY CHANNELS	
CATEGORY **FAMILY AND ANIMATED FILMS**	TARGET **FAMILY**
RATES	
All Day	100€



All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING AD+ OFFERS

POWER – TARGETING – SAVINGS

6 targeted, powerful, and attractive products that will make your brand visible on the most relevant channels and programs.

STARTING FROM 5 000 € WITH A MINIMUM OF 50% OF SPOTS IN PRIME TIME



START +

To reach the largest possible audience



MOVE +

To reach active populations with purchasing power



BUSINESS +

To reach high-income populations



INFO +

To reach all audiences interested in current affairs



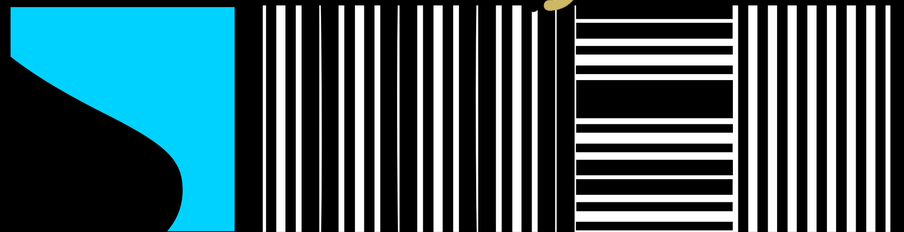
MEN +

To reach men in context



ACCESS +

To reach women around the latest hit telenovelas



All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified



ONE-TO-MANY

LOCAL COMMUNICATION

Target a country by communicating through local media and content

CANAL+ ADVERTISING SENEGAL

SUNU YEUF

100% WOLOF CHANNEL		
CATEGORY **FICTION**		TARGET **ALL POPULATION**
RATES – MONDAY to FRIDAY		
Prime	5 PM – 9.30 PM	350€
Day	*OFF-PRIME TIME SLOTS*	200€
RATES – SATURDAY		
All Day		200€
RATES – SUNDAY		
Prime	8.30 PM – 10.30 PM	350€
Day	*OFF-PRIME TIME SLOTS*	200€

TRACE TERANGA

THE BEST OF SENEGALESE MUSIC	
CATEGORY **MUSIC**	TARGET **1534 YO**
RATES	
All Day	152€

PATHE SENEGAL

THE FIRST CINEMA MULTIPLEX IN SENEGAL	
CINEMA	TARGET **AB Individuals**
RATES FOR 1 WEEK OF ATTENDANCE	
224 spots	800€
RATES FOR 1 MONTH OF ATTENDANCE	
896 spots	2 900€



All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING COTE D'IVOIRE

A+ IVOIRE

THE N°1 IVORIAN CHANNEL		
CATEGORY **GENERALIST**		TARGET **ALL POPULATION**
RATES – MONDAY to FRIDAY		
Prime	2 PM – 9.30 PM	610€
Day 1	9 AM – 9.45 AM	305€
Day 2	10 AM – 13.55 PM 10.10 PM – 9 AM	229€
RATES – SATURDAY		
Prime 1	6.20 PM – 8.30 PM	627€
Day 1	3.20 PM – 4.20 PM	305€
Day 2	5.30 PM 11 PM – 1.30 PM	229€
RATES – SUNDAY		
Prime	3.30 PM – 4 PM 7.50 PM – 8.30 PM	610€
Day 2	5.50 AM – 2.10 PM 4.20 PM – 7 PM 10 PM – 11.30 PM	229€

All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

LONACI LIGUE 1

Sponsor Officiel

LONACI LIGUE 1	
SPORT **FOOTBALL**	TARGET **MEN**
TARIFS	
Live / Magazine	500€

PATHE CÔTE D'IVOIRE

THE FIRST CINEMA MULTIPLEX IN CI	
CINEMA	CIBLE ***AB Individuals***
RATES FOR 1 WEEK OF ATTENDANCE	
210 spots before the screening	2 000€
210 spots before the screening – Gold placement	2 200€
Your tailor-made events (private screenings...)	*Upon request*





CANAL+ ADVERTISING CAMEROON - BENIN

CAMEROON

NOVELAS+

LOCAL SIGNAL : CAMEROON

THE BEST TELENOVELAS EXCLUSIVELY

CATEGORY **FICTION**	TARGET **WOMEN**

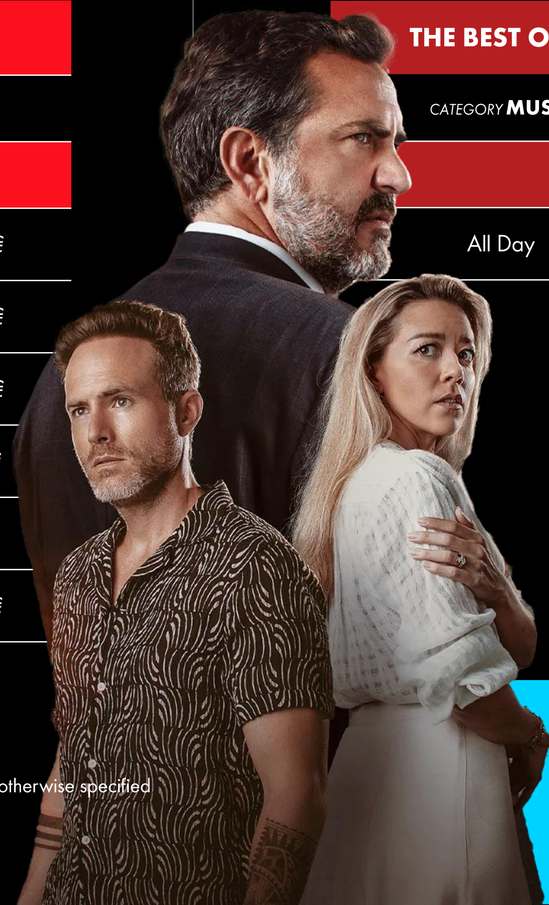
RATES		
Prime	4 PM – 8 PM	288€
Prime Week-end	8.30 PM – 9.50 PM	288€
Day 1	8 PM – 10.35 PM	228€
Day 2	3.10 PM – 3.40 PM	137€
Day 3	10.10 AM – 14.50 PM	121€
Day 4	23 PM – 23.35 PM 6 AM – 10 AM	106€

TRACE MBOA

THE BEST OF CAMEROONIAN MUSIC

CATEGORY **MUSIC**	TARGET **1534 YO**

RATES	
All Day	152€



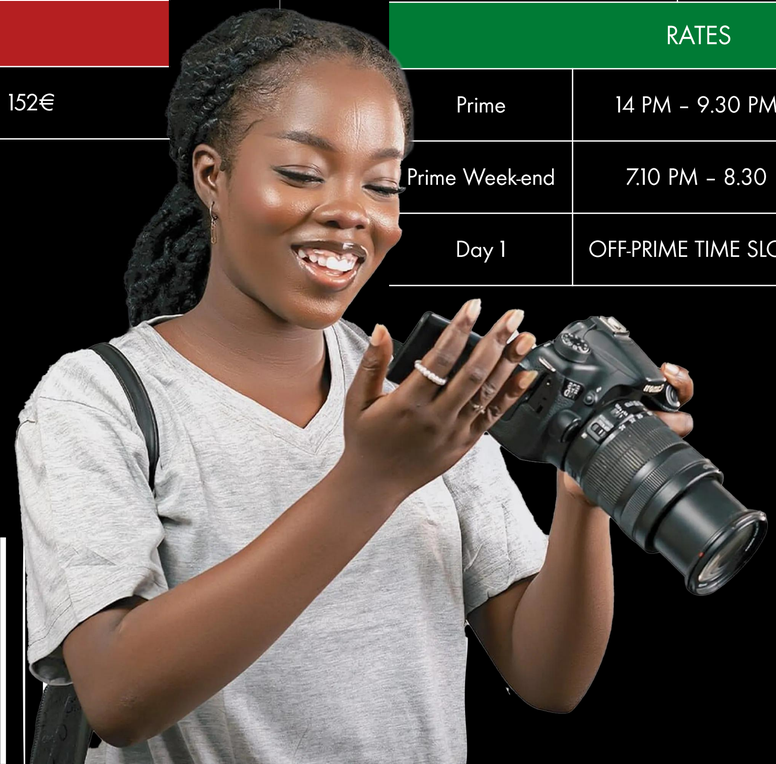
BENIN

A+ BÉNIN

THE NEW MAJOR BENINESE CHANNEL

CATEGORY **GENERALIST**	TARGET **ALL POPULATION**

RATES		
Prime	14 PM – 9.30 PM	152€
Prime Week-end	7.10 PM – 8.30	152€
Day 1	OFF-PRIME TIME SLOTS	76€



All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING DRC

NOVELAS+

THE BEST TELENOVELAS EXCLUSIVELY

CATEGORY **FICTION**	TARGET **WOMEN**

RATES		
Prime	4 PM – 7.35 PM	182 €
Prime Week-end	8.30 PM – 9.50 PM	182 €
Day 1	8 PM – 10.35 PM	136 €
Day 2	3.10 PM – 3.40 PM	127 €
Day 3	10.10 AM – 2.50 PM	91 €
Day 4	11 PM – 11.35 PM 6 AM – 10 AM	64 €

maboke tv
Ya biso yang'oyo

100% LINGALA CHANNEL

CATEGORY **GENERALIST**	TARGET **ALL POPULATION**

RATES – MONDAY to FRIDAY		
Prime	8.20 PM – 10.20 PM	80€
Day	*OFF-PRIME TIME SLOTS*	40€
RATES – SATURDAY		
All Day		40€
RATES – SUNDAY		
Prime	8.20 PM – 10.20 PM	80€
Day	*OFF-PRIME TIME SLOTS*	40€

TRACE KITOKO

THE BEST OF CONGOLESE MUSIC

CATEGORY **MUSIC**	TARGET **1534 YO**

RATES	
All Day	36€



All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING MADAGASCAR - RWANDA

MADAGASCAR

Novegasy

THE 100% MALAGASY CHANNEL

CATEGORY **FICTION**	TARGET **ALL POPULATION**	
RATES		
Prime	4 PM - 6.30 PM	80€
Day	OFF-PRIME TIME SLOTS	30€

rfi

THE N°1 RADIO STATION IN MADAGASCAR

RADIO	TARGET **ALL POPULATION**
RATES	
All Day	10€



RWANDA

ZACUTV

THE LEADING CHANNEL FOR RWANDAN FICTION

CATEGORY **FICTION**	TARGET **WOMEN**	
TARIFS		
Access	6 PM - 7.30 PM	77€
Prime	8.30 PM - 10 PM	77€
Prime week-end	7 PM - 9 PM	77€
Day		52€

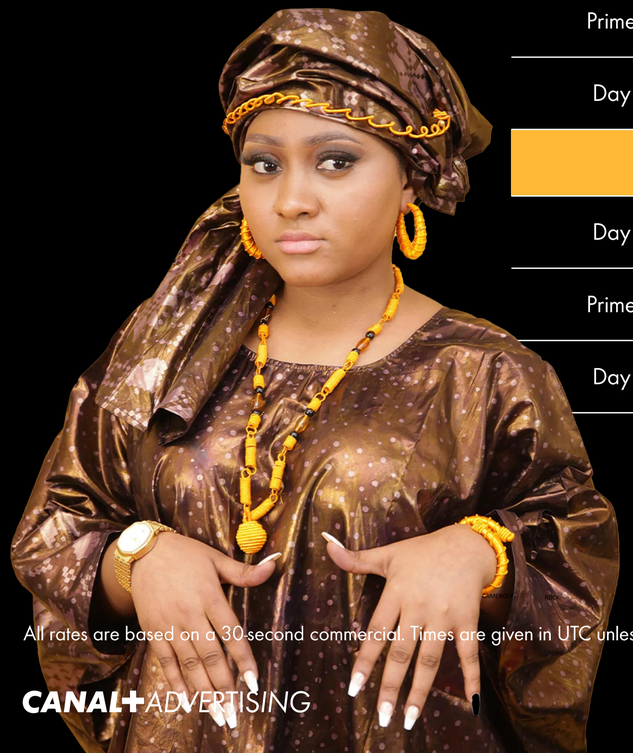


All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING TRANSNATIONAL

PULAAGU

THE 100% PEUL CHANNEL		
CATEGORY **FICTION**		TARGET **ALL POPULATION**
RATES – MONDAY to FRIDAY		
Day	9.30 AM – 12.30 AM	135€
Prime	14 PM – 8.30 PM	200€
Day	9.30 PM – 10.30 PM	135€
RATES – SATURDAY & SUNDAY		
Day	9 AM – 2 PM	135€
Prime	2 PM – 7 PM	200€
Day	9.30 PM – 10.30	135€



MANDEKA

THE 100% MANDINGUE CHANNEL		
CATEGORY **FICTION**		TARGET **ALL POPULATION**
RATES – MONDAY to FRIDAY		
Day	9 AM – 4 PM	135€
Prime	4 PM – 8 PM	200€
Day	8 PM – 10 PM	135€
RATES – SATURDAY & SUNDAY		
Day	10 AM – 4 PM	135€
Prime	4 PM – 9 PM	200€
Day	9 PM – 11 PM	135€



All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified

CANAL+ ADVERTISING AFRICAN DIASPORA IN FRANCE



NOLLYWOOD TV FRANCE

THE LEADING REFERENCE FOR AFRICAN FICTION	
CATEGORY **GENERALIST**	TARGET **DIASPORA**
RATES	
All Day	100€

A+ INTERNATIONAL

THE CHANNEL FOR AFRICAN SERIES	
CATEGORY **GENERALIST**	TARGET **DIASPORA**
RATES	
All Day	70€



COMMUNICATION ALSO AVAILABLE ON THESE CHANNELS

maboke tv Ya biso yang'oyo

SUNU YEUF

TRACE GOSPEL

TRACE AFRICA

All rates are based on a 30-second commercial. Times are given in UTC unless otherwise specified



ONE-TO-ONE

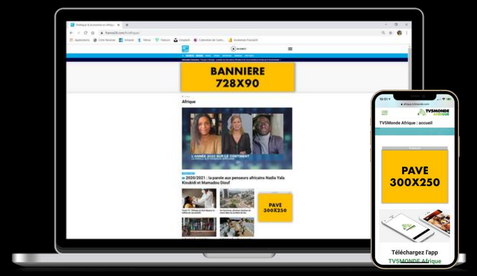
DIGITAL COMMUNICATION

Maximize your campaign's effectiveness by delivering targeted advertising

CANAL+ ADVERTISING OUR DIGITAL BRANDS

CANAL+ · CANAL+ SPORT · FRANCE 24 · rfi · TV5MONDE · A+ · NOVELAS+ · Cuisines · TRACE AFRICA · TRACE URBAN

FRANCE 24 · rfi · TV5MONDE AFRIQUE



DISPLAY

BANNER + PAVE + INTERSTITIAL + SKINS

STARTING FROM 500€

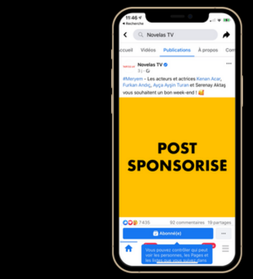
DAILYMOTION · TV5MONDE PLUS · CANAL+



VIDEO

(PRE-ROLL/BILLBOARD)
CANAL+ APP / DAILYMOTION / TV5MONDE+ APP

STARTING FROM 2000€

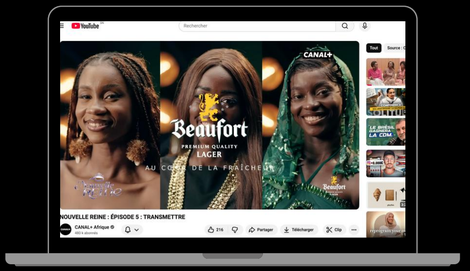


SOCIAL MEDIA

(ORGANIC / DARK POSTS)
META / YOUTUBE / TIKTOK / X

STARTING FROM 2000€

PLAYMAKER — CREATE ACTION, MAKE A LASTING IMPRESSION · CANAL+ DIGITAL FACTORY



AD LAB+

PLAYMAKER / BRAND CONTENT
INFLUENCE / 360° CAMPAIGN

STARTING FROM 10 000€

CANAL+ ADVERTISING *ACCELERATEUR DE VISIBILITE*

CONTACT US

commercial.advertising@canal-plus.com
+33 1 71 35 20 98

FOLLOW US

www.canalplusadvertising.com
and on LinkedIn

