

Parlons Cash

TV

Economie

Offer 2025



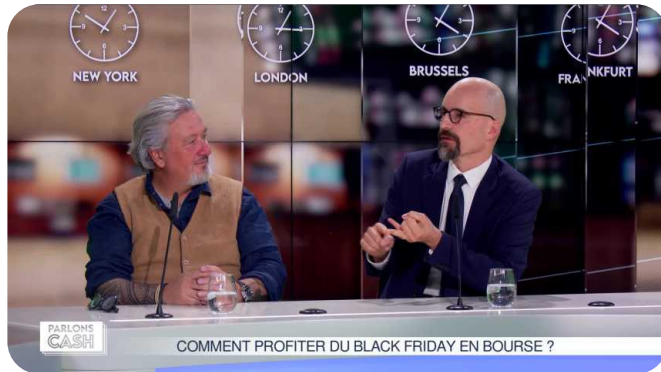
Whether you have 100 or 10,000 euros to invest... Whether you're a beginner, an experienced investor, a CryptoFan, or need clarity on the taxation of your retirement, 'PARLONS CASH' is our 'finance' show.

Charlotte Baut, Tara Bendo, and their guests, from the LN24 trading floor, discuss financial news and provide insights to those who hope to improve or better master the tools of finance.

- **Weekly debrief :** analysis of global stock markets, Top/Flop of stocks in Europe and the USA.
- **Weekly news report :** for example, which commodity should one invest in?
- **Recurring topics :**
 - The cryptocurrencies,
 - The secret of trading = definition of a financial concept,
 - The viewer's question (related to the topic),
 - The agenda: Weekly news update



Concept



Partner offer

**"PARLONS CASH" is a weekly show
of 48' (40 emissions per year)**

Broadcast

- Every Friday at 23:30, with 7 reruns (floating week & weekend)
- 40 programs per year

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TV

- 4 Billboards 5" / program before, during, and after the show, totaling 32 BB/week
- 20 trailers /Week to promote the program's broadcast, with a 5" Billboard signature

Digital

- 1 Integration into the LN24 Midi newsletter, once a week
- 1 RS post with a link to the replay on LinkedIn + Paid Media

Media value: 45.648 € gross

Budget proposal : 35.000 € NETTO NETTO

Production paid media : 1.600 € NETTO NETTO

Want to know more? Get in touch

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