

PIB+ and PIB+ Light

Increase your awareness

Radio

Multi-contexte

Offer 2026



PIB+

PIB+(*) : FM + DAB+ + OLA

TOTAL : 45.250€

FM	DAB+	OLA
max 10 sec.	max 10 sec.	
1 week	1 week	
490 spots	35 spots	150.000 Imp
42.980 €	320 €	1.950 €
43.300€ (avantage -52%)		1.950€**

(*)Availability : 1 (**) no conditions

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La 1ère

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VIVACITÉ

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TIP!K

nrj

FUN
RADIO

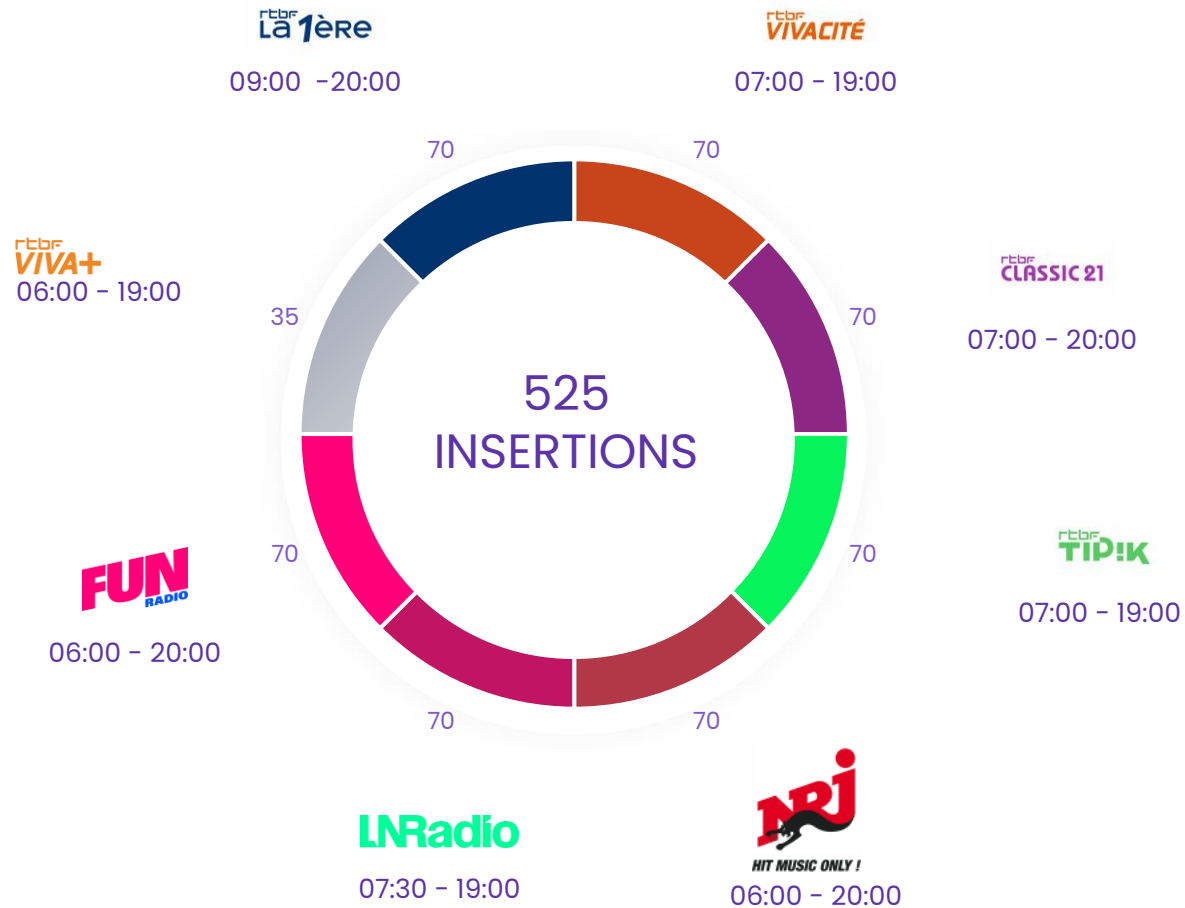
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MUSIQ3

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CLASSIC 21

LNRadio



PIB+ : detail



	18-54Y. (525) insertions
Coverage %	45,8%
OTH	6,9
GRP	318
c/000	5,6

On each channel, the insertions are divided equally between the days of the week.

*CIM Ram 2024/9-12, 2025/1-4 and 2025/5-8, 05:00-00:00-,
universe : South 12+. Rate card : RMB sept. 2025.*

PIB+ Light

PIB+ Light(*) : FM + DAB+ + OLA

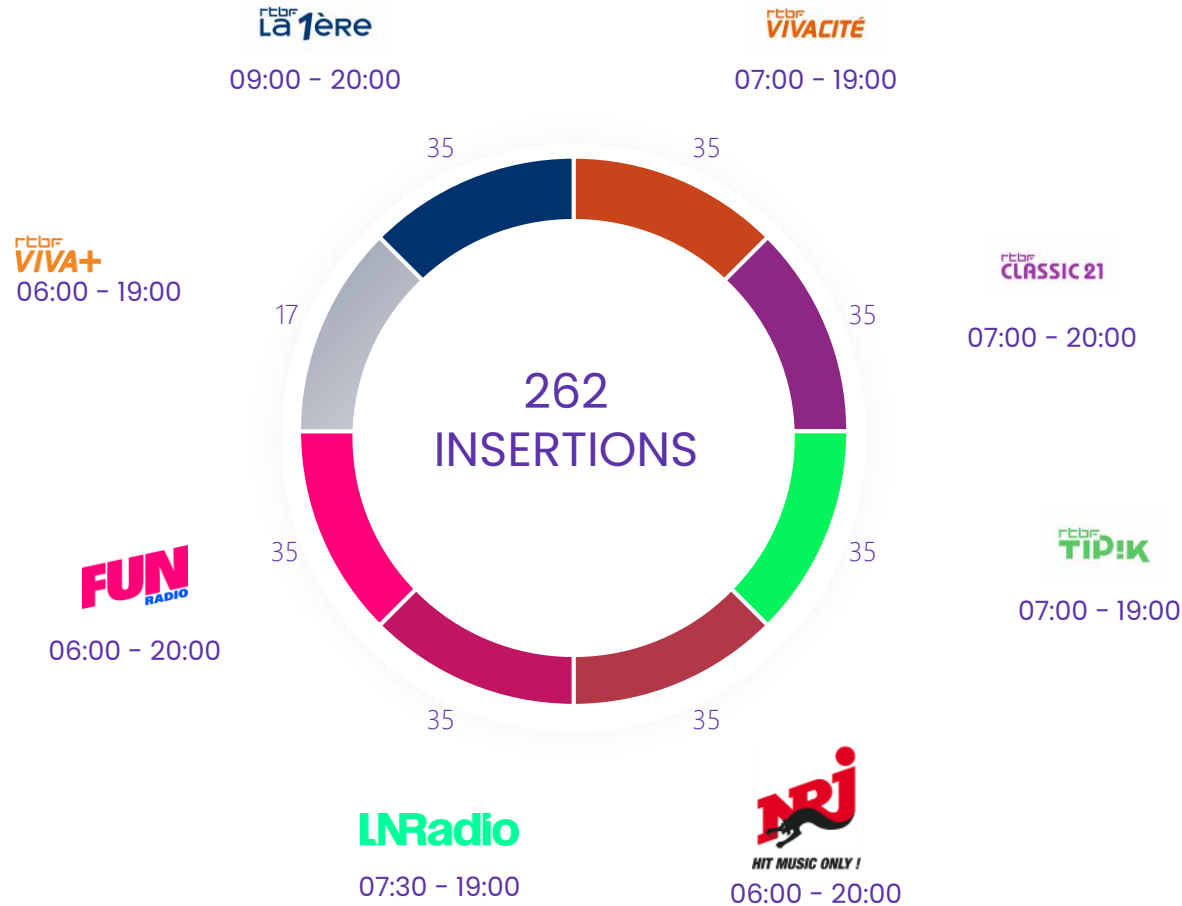
TOTAL : 27.850€

FM	DAB+	OLA
max 10 sec.	max 10 sec.	
1 week	1 week	
245 spots	17 spots	100.000 Imp
26.135 €	215 €	1.500 €
26.350€ (avantage -41%)		1.500€**

(*)Availability : 2 (**) no conditions



PIB+ Light : detail



	18-54Y. (262) insertions
Coverage %	38 %
OTH	4
GRP	156
c/000	6,9

On each channel, the insertions are divided equally between the days of the week.

*CIM RAM 2024/9-12, 2025/1-4 and 2025/5-8, 05:00-00:00-,
universe : South 12+. Rate card : RMB sept. 2025.*

**Want to know more?
Get in touch**

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