

FRENCH RADIO  LONDON

[www.frenchradiolondon.com](http://www.frenchradiolondon.com)

London DAB Online 24/7

## Commercial Partnership Opportunities

- French language commercial radio station
- Francophone & Francophile communities audience
- London based and London targeted
- Broadcasting 24/7 on DAB digital platform, internet and 3G mobile
- Lively, entertaining, intellectually challenging
- Launched 17<sup>th</sup> November 2010
- Supported by FRL website, social media and mobile apps, live events and marketing initiatives with FRL partners and affiliates



# FRL target market\*

---

## FRENCH NATIVE

- Over 400,000 French people living in the London area - 90,000 families
- 200,000 of these are employed fulltime
- 75,000 of this group hold management/senior management/CEO/academic positions

## FRANCOPHILES

- Brits top the list of Second Home owners in France – estimated at 100,000
- Over 14 million British people visit France every year, over 17.3% of all foreign visitors to France, more than any other
- 3 million British secondary school pupils currently study French, the most popular foreign language in the UK

## FRENCH SPEAKING NATIONALS (Belgians, Swiss, French Canadians, etc...)

- 200,000 live in London
- 

## LATEST DATA:

- 63,000+ listeners per week (first year target reached within 6 months)
- 2,000+ weekly web unique visitors on [www.frenchradiolondon.com](http://www.frenchradiolondon.com) – (5,000 monthly)
- 12,000+ weekly page views (37,000+ monthly)
- 3,200+ FaceBook fans - 1,700+ Twitter followers - 6,000+ Weekly newsletter subscribers
- FRL i-phone App 3,000+ downloads
- 90% are 18+ and 71% are 35+
- 49% also listen to BBC Radio 4 & Classic FM (ABC1)
- 65% is francophile (increase of more than 50% in the last 5 months)

# FRL Ratecard

---

FRENCH RADIO LONDON

www.frenchradiolondon.com



## ON AIR: (Adverts: classic on-air ads and presenter live reads)

- Classic 30s spots campaign (minimum 100 per campaign)
- Live reads, presenter talk ups, live shows

**£8/ad**

**£12/read**

## SNAPSHOT (CLIN D'OEIL):

- Daily insert: (bespoke 1mn live read every day (moring 7h-10h or drive time 17h-19h) **£750/month**
- Daily insert into both shows **£1,000/month**

## SHOW SPONSORSHIP:

- Show sponsorship **from £1500/month**  
(minimum 3 month activity, For full list of shows available & package details please enquire)
- Mini sponsorship **from £800/month**  
(minimum 3 month activity, Weather, traffic, news, for further details please enquire)

## WEBSITE: (Banners)

- Top banner
- Skyscraper or MPU

**£600/month**

**£500/month**

## COMPETITIONS:

- On-air + online, 3 week activity **£1,200**  
(60 ads + 21 live reads, online presence on competitions page +3 weekly newsletter insertion)
- Online, 3 week activity (Online presence + 3 weekly newsletter insertion) **£700**
- Online + 14 live reads for 1 week activity **£300**

## NEWSLETTER, IPHONE APP & SOCIAL MEDIA:

- Weekly newsletter insertion & social media activity **from £300/activity**
- Logo on the Iphone App (carousel) **£350/month**
- Message via Mobile App **£300/activity**

*All activity is subject to availability, cross media packages can be booked please contact our sales team. Production costs are not included.*

# Contact sales team

FRENCH RADIO LONDON

[www.frenchradiolondon.com](http://www.frenchradiolondon.com)



London DAB Online 24/7

## CONTACTS

Pascal Grierson – CEO

[pascal@frenchradiolondon.com](mailto:pascal@frenchradiolondon.com)

+44 (0) 207 453 15 31

Matthieu Glasson – Head of Sales

[matthieu@frenchradiolondon.com](mailto:matthieu@frenchradiolondon.com)

+44 (0)79 84 55 39 84

+44 (0) 207 453 15 45

Jamie Breck-Paterson – Sales Executive

[jamie@frenchradiolondon.com](mailto:jamie@frenchradiolondon.com)

+44 (0)79 31 224 268

+44 (0)20 74 531 543

**FRL Studios** are located in  
Marylebone  
50, Lisson St - NW1 5DF London



[www.mylondonmap.com/](http://www.mylondonmap.com/)