



THE MADAME FIGARO PODCASTS, AN AUDIENCE AND A SPIRIT

THE TARGET

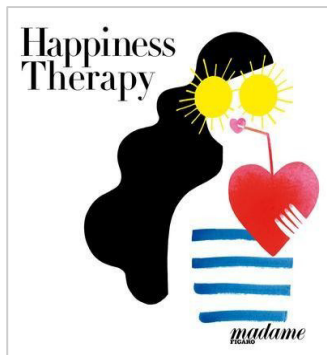
AB+, urban, well-connected and informed.

THE SPIRIT OF THE PODCAST

Tell stories differently. Learn a new editorial style.
An innovative, engaging and intimate media format,
an obvious extension of the Madame's range.

PODCASTS MADAME FIGARO

2 creations in 2018



MARION LOUIS
DEPUTY EDITOR-IN-CHIEF OF MADAME. FIGARO

A PODCAST DEDICATED **TO WELL-BEING IN ALL ITS FORMS**, TO RELAX AND CULTIVATE HAPPINESS ON A DAILY BASIS..

EVERY FORTNIGHT, MARION LOUIS EXPLORES A THEME OF WELL-BEING WITH CELEBRITIES AND EXPERTS TO GIVE SENSE TO ALL THE DIFFERENT MEANINGS.

A SENSORY BUBBLE, A BREAK OF CALM, REFLECTION AND LIGHTNESS TO RELAX.



DALILA KERCHOUCHE
REPORTER FOR MADAME. FIGARO

AN **AUDACIOUS** AND **LIBERATING** PODCAST TO HELP WOMEN LIVE THEIR DESIRES TO THE FULLEST.

EVERY TWO WEEKS, DALILA KERCHOUCHE QUESTIONS A COMMITTED WOMAN WHO HAS PUT EVERY EFFORT FOR HER INDEPENDENCE.

A PODCAST TO **ENCOURAGE** WOMEN TO TAKE THEIR LIVES INTO THEIR OWN HANDS

PODCASTS MADAME FIGARO

a multi-platform diffusion



SOCIAL MEDIA NETWORKS

Distribution on the lefigaro.fr/madame website (Player Pippa)
One file per issue, one article per subject.
Broadcast on social networks Native Madam: Facebook & Twitter and teasers on Instagram every week.



DEDICATED APPLICATIONS

Apple podcast represents 30 to 50% of French podcast traffic.

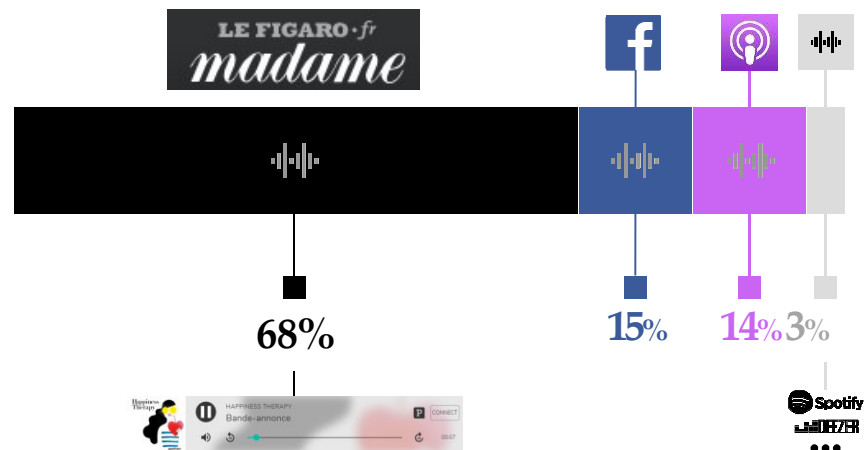


PLATFORMS

Deezer
Soundcloud (allows you to broadcast natively on Twitter)
Spotify
Youtube
Acast
Castbox (app for creating free podcasts)...

PODCASTS MADAME FIGARO + more than 2 million listenings in 2018

Listening Sources



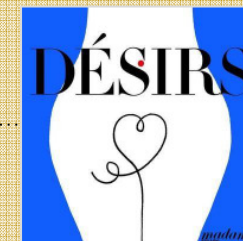
★ **Listening Distribution:** 80% player site Madame et App, 10% Apple Podcast, 9% Facebook and 2% other platforms

Total number of listenings

More than 2.5 million listenings in total.

73.5% average completion rate*.

32mn average listening time*.



* APPLE PODCAST ONLY, OVER THE LAST 60 DAYS, WITHOUT TRAILER BROADCAST

**THE MADAME FIGARO
PODCASTS OF
2018 was only the start!**

PODCASTS MADAME FIGARO

A second season for Happiness Therapy



End of broadcast season 1 - February 2019.

A season 2 presented by Christelle Baillet - Head of Department beauty/well-being for Madame Figaro (TBC).
A mini-season before summer (5 episodes) at the time of launch of the HS well-being.

A full season from September (10 episodes), or in 2 parts.

Season 1:

- ★ **1,700,000** total listening hours
- ★ **Distribution of listening:** 74% player site, 10% Apple Podcast, 14% Facebook and 2% on other platforms.
- ★ **A strong commitment from the audiorate:** 77% completion rate and 30mn average listening time*.
- ★

* APPLE PODCAST UNIQUEMENT, SUR LES 60 DERNIERS JOURS, HORS DIFFUSION DE LA BANDE-ANNONCE

madame
FIGARO



PODCASTS BY MADAME

BECOME AN EXCLUSIVE PARTNER

- **Association with the self-promotion campaign**
- **Editorialized integration of your brand** inserted in the description of the podcast and each episode on the distribution platforms and on the Madame Figaro website
- **Billboard audio podcast**
advertising spot at the beginning and/or end of the broadcast
- **Display Sponsoring of articles for each episode**
(dedicated section on Madame Figaro)