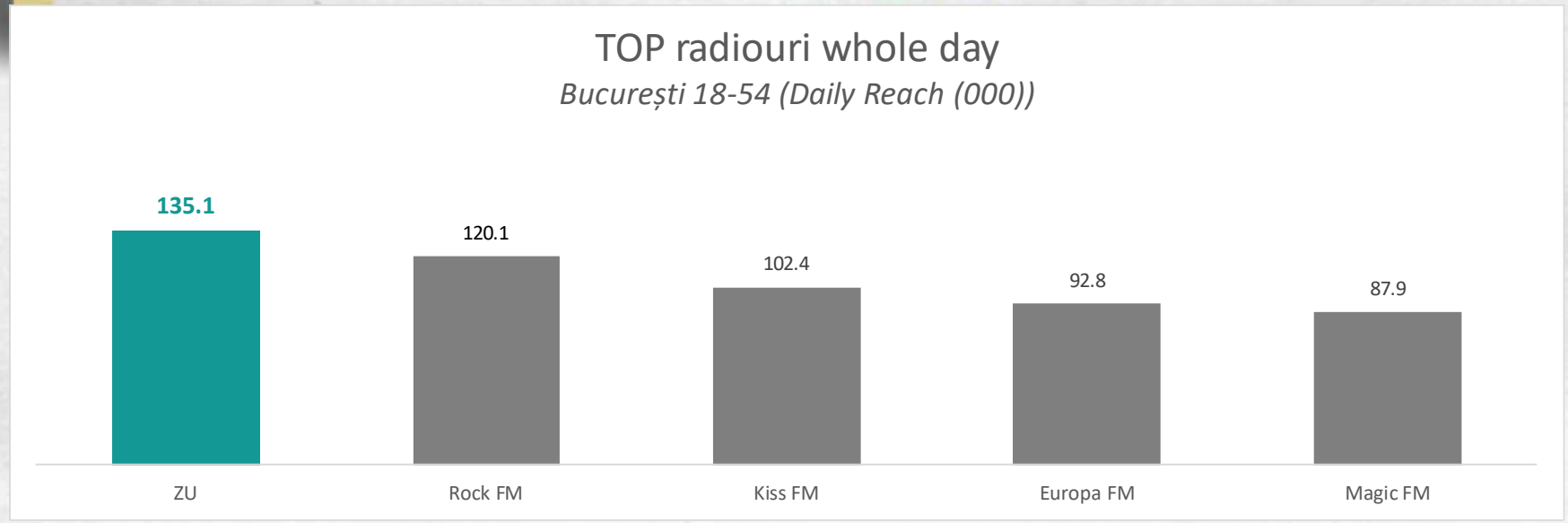
RADIO ZU

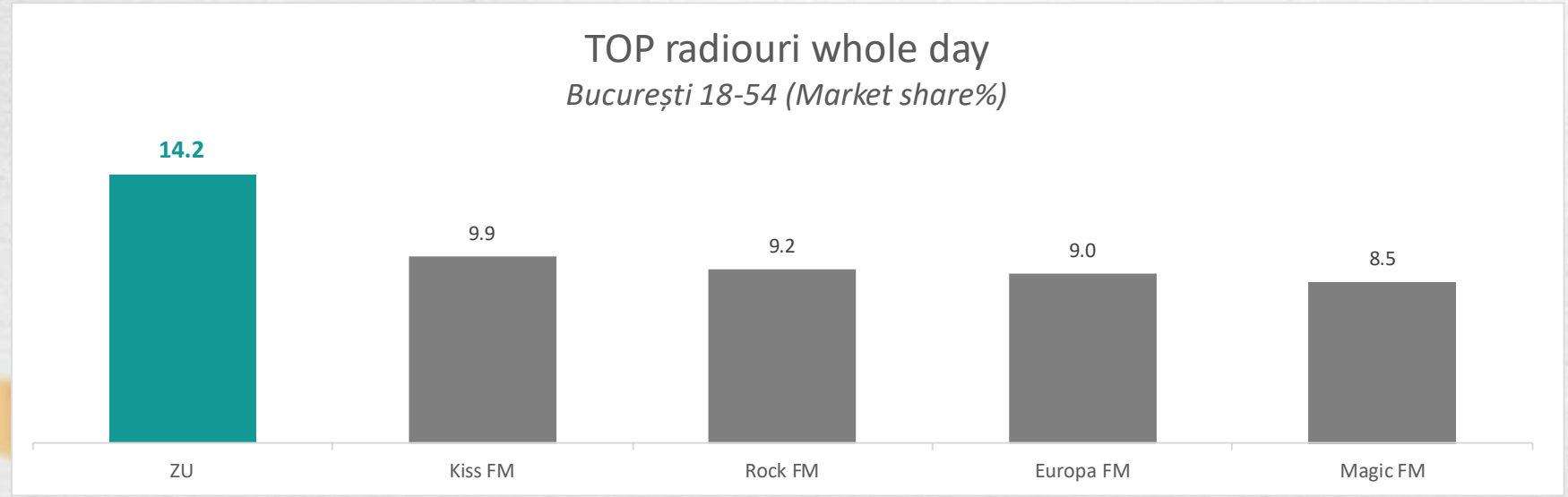
1

CEL MAI ASCULTAT POST DE RADIO DIN BUCUREȘTI, PUBLIC COMERCIAL

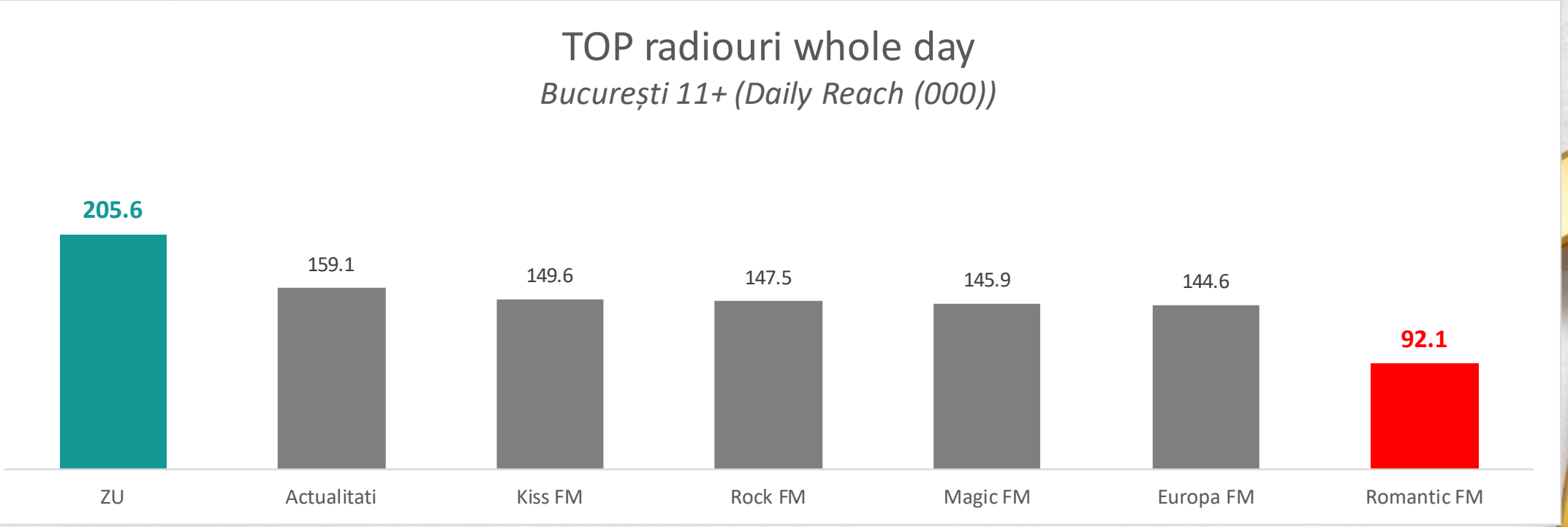
conform studiului de audiență radio desfășurat în perioada 28 aprilie – 17 august 2025

RADIO ZU ESTE CEL MAI ASCULTAT POST DE RADIO DIN BUCUREȘTI – PUBLIC COMERCIAL

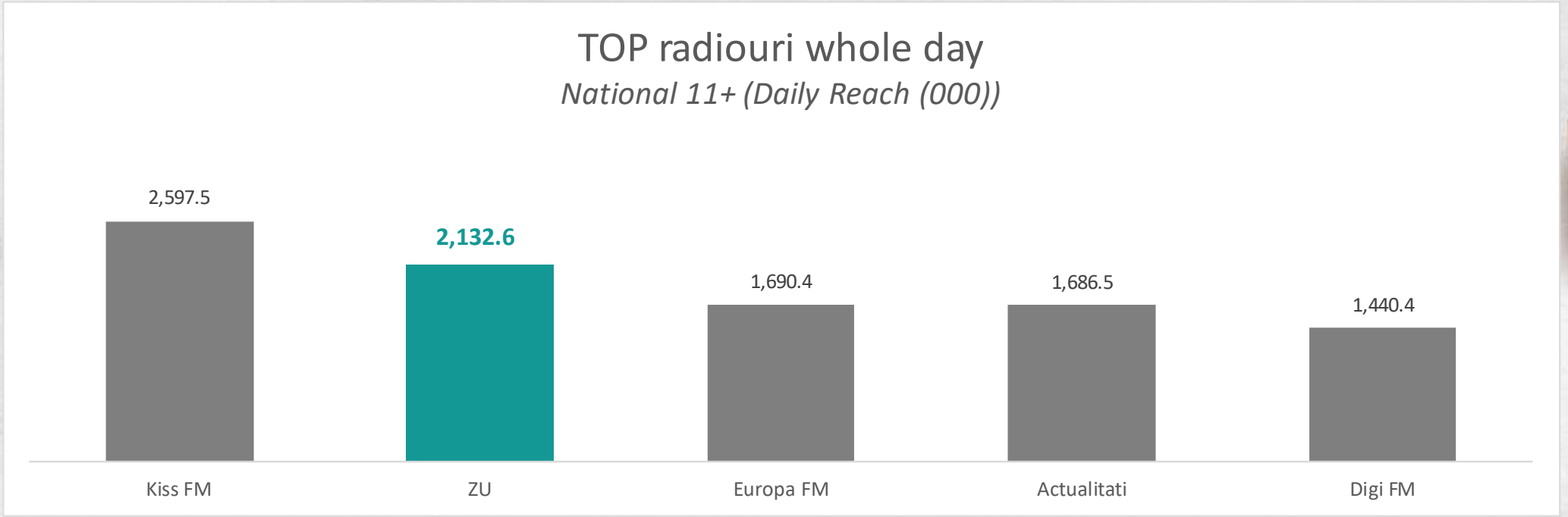




RADIO ZU – LIDER DE AUDIENȚĂ ÎN BUCUREȘTI CU CEI MAI MULȚI ASCULTĂTORI UNICI

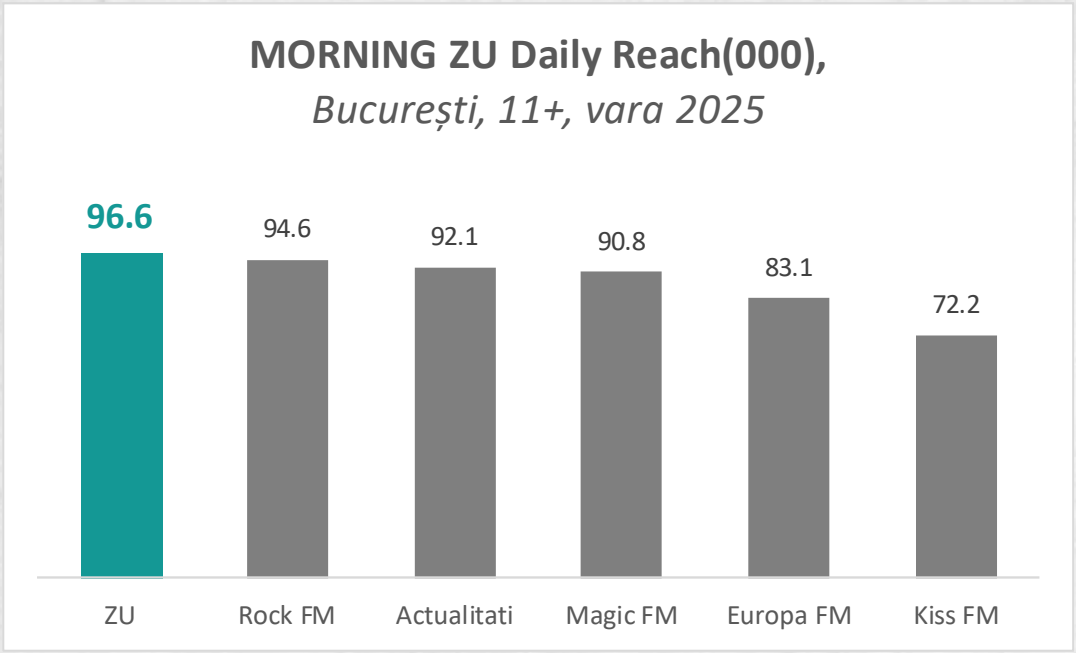


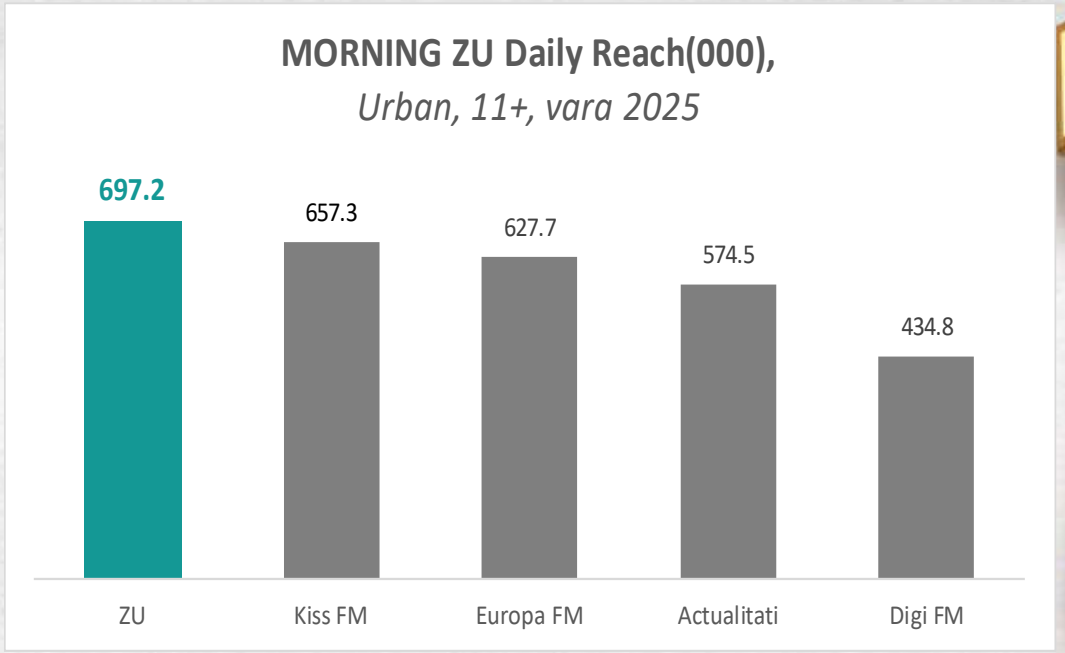
RADIO ZU – LOCUL 2 ÎN TOPUL POSTURILOR DE RADIO DIN ROMÂNIA (NAȚIONAL 11+)



08/SEPTEMBRIE
07:00
ZU RADIO
MIHAI MORAR
EMMA
DANIEL BUZDUGAN
MORNING ZU

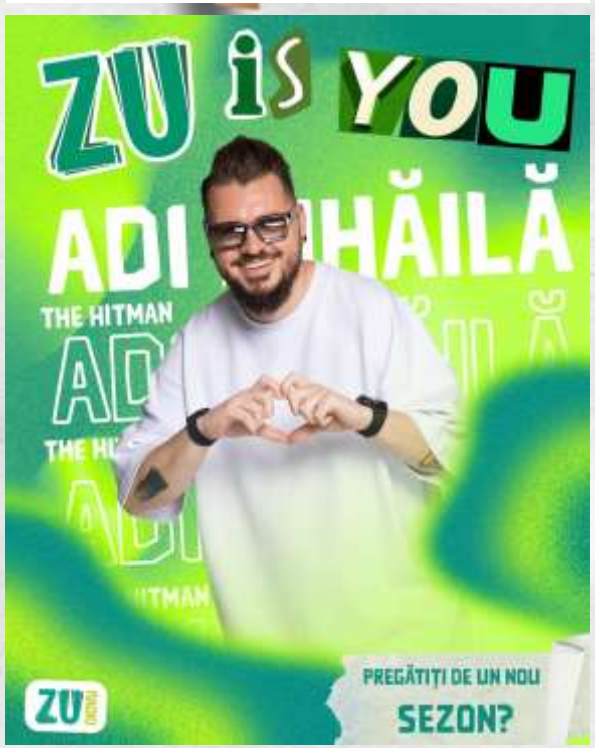
MORNING ZU – MATINALUL CU CEI MAI MULȚI ASCULTĂTORI UNICI DIN BUCUREȘTI ȘI URBAN





EMISIUNILE RADIO ZU – LIDER DE AUDIENȚĂ

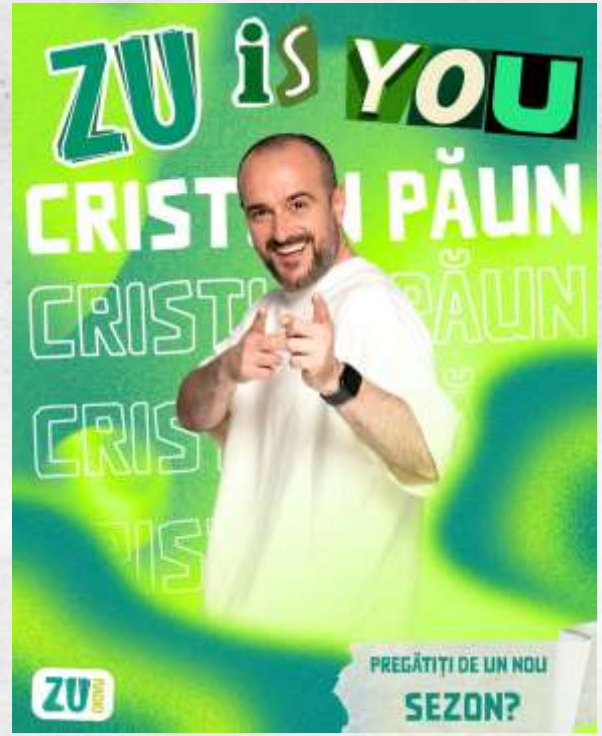
ADI MIHĂILĂ 10:00-13:00



Daily Reach (000)

•50.200 București 18-54

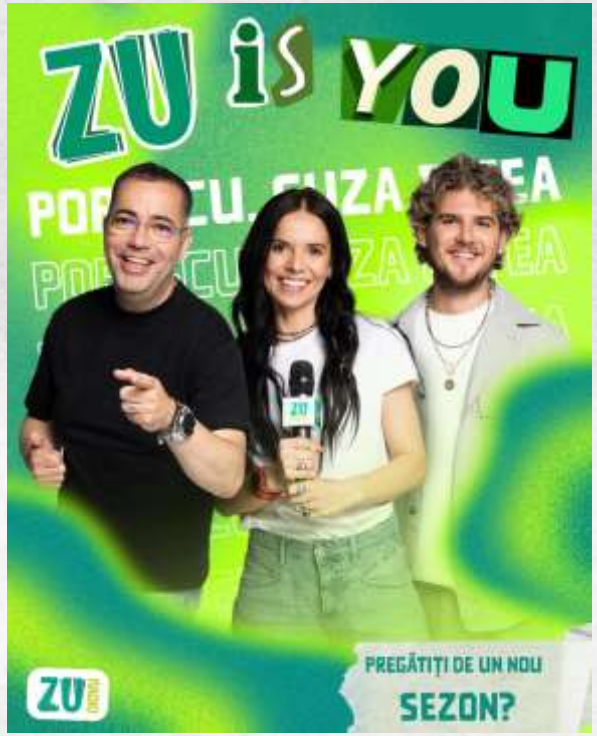
CRISTIAN PĂUN 13:00-16:00



Daily Reach (000)

•43.700 București 18-54

POPESCU, CUZA, TEA 16:00-19:00

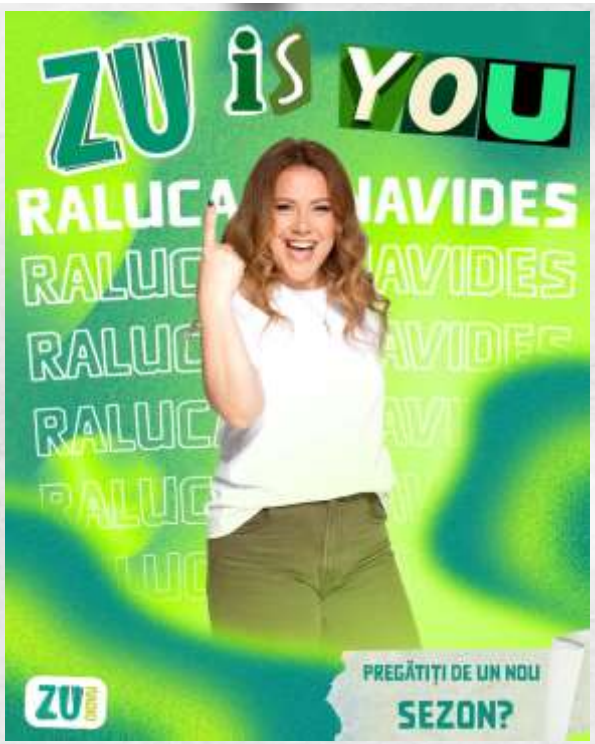


Daily Reach (000)

•53.400 București 18-54

EMISIUNILE RADIO ZU – LIDER DE AUDIENȚĂ

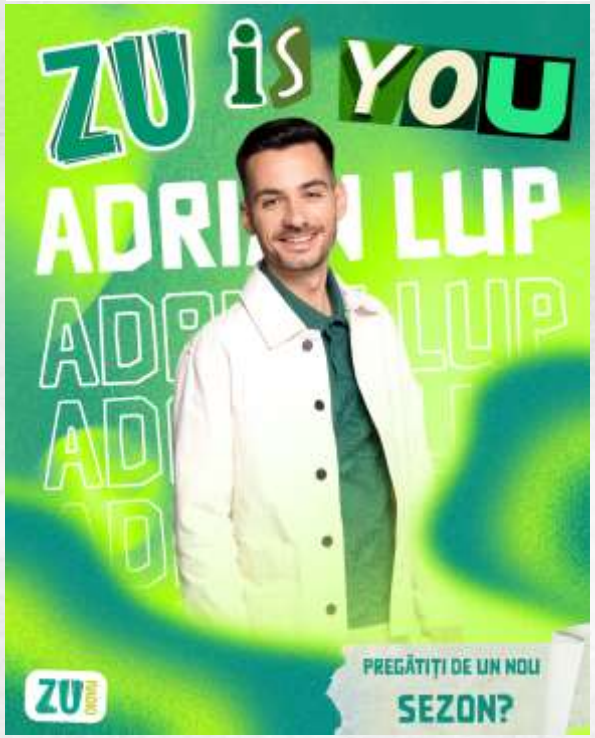
RALUCA BENAVIDES 19:00-22:00



Daily Reach (000)

•26.800 București 18-54

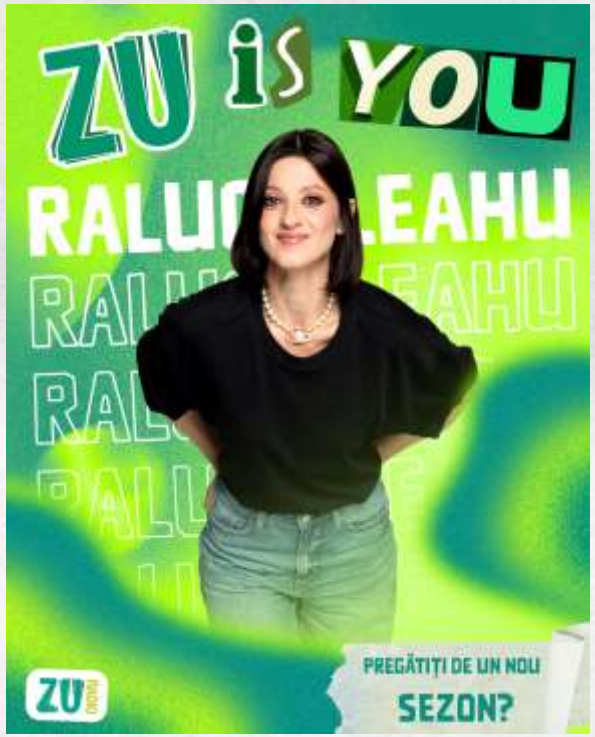
ADI LUP 22:00-01:00



Daily Reach (000)

•8.800 București 18-54

RALUCA LEAHU Sâ-D 08:00-12:00



Daily Reach (000)

•72.500 București 18-54

RATE CARD RADIO ZU

Rate Card EURO / LUNI - VINERI						Rate Card EURO/ SÂMBATĂ - DUMINICĂ				
Statii ZU	06:30-11:00	11:00-16:00	16:00-19:00	19:00-24:00	24:00-03:00	06:30-11:00	11:00-16:00	16:00-19:00	19:00-24:00	24:00-03:00
NATIONAL	€ 1.025	€ 750	€ 870	€ 460	€ 460	€ 460	€ 360	€ 300	€ 300	€ 180
BUCURESTI	€ 825	€ 550	€ 660	€ 270	€ 270	€ 360	€ 300	€ 240	€ 120	€ 120
BACAU	€ 19	€ 12	€ 17	€ 8	€ 8	€ 8	€ 7	€ 5	€ 2	€ 2
BAIA-MARE - SATU-MARE	€ 12	€ 7	€ 11	€ 5	€ 5	€ 5	€ 2	€ 2	€ 1	€ 1
BARLAD	€ 12	€ 7	€ 11	€ 2	€ 2	€ 5	€ 2	€ 2	€ 1	€ 1
BOTOSANI	€ 11	€ 7	€ 8	€ 2	€ 2	€ 5	€ 2	€ 1	€ 1	€ 1
BRAILA	€ 12	€ 7	€ 11	€ 5	€ 5	€ 5	€ 2	€ 2	€ 1	€ 1
BRASOV	€ 44	€ 27	€ 30	€ 21	€ 21	€ 15	€ 12	€ 10	€ 5	€ 5
BUSTENI	€ 8	€ 4	€ 6	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
BUZAU	€ 14	€ 8	€ 12	€ 5	€ 5	€ 7	€ 5	€ 1	€ 1	€ 1
GALATI	€ 12	€ 7	€ 11	€ 5	€ 5	€ 5	€ 2	€ 2	€ 1	€ 1
CLUJ	€ 44	€ 27	€ 37	€ 15	€ 15	€ 16	€ 13	€ 12	€ 5	€ 5
COMANESTI	€ 12	€ 7	€ 11	€ 5	€ 5	€ 5	€ 2	€ 2	€ 1	€ 1
CONSTANTA	€ 53	€ 27	€ 30	€ 15	€ 15	€ 17	€ 13	€ 12	€ 5	€ 5
CRAIOVA	€ 44	€ 27	€ 30	€ 15	€ 15	€ 16	€ 13	€ 12	€ 5	€ 5
DEVA - HUNEDOARA	€ 14	€ 10	€ 12	€ 7	€ 7	€ 7	€ 5	€ 2	€ 1	€ 1
HARLAU	€ 23	€ 13	€ 11	€ 7	€ 7	€ 8	€ 7	€ 2	€ 1	€ 1
EFORIE NORD	€ 8	€ 5	€ 8	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
FOCSANI	€ 11	€ 7	€ 9	€ 5	€ 2	€ 4	€ 4	€ 2	€ 1	€ 1
IASI	€ 44	€ 27	€ 30	€ 21	€ 21	€ 16	€ 13	€ 12	€ 5	€ 5
VASLUI	€ 8	€ 2	€ 6	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
ORADEA	€ 30	€ 21	€ 30	€ 13	€ 13	€ 12	€ 10	€ 7	€ 5	€ 5
PIATRA NEAMT	€ 17	€ 10	€ 14	€ 8	€ 8	€ 5	€ 2	€ 2	€ 1	€ 1
PITESTI	€ 24	€ 15	€ 19	€ 8	€ 8	€ 12	€ 8	€ 5	€ 2	€ 2
PLOIESTI	€ 24	€ 15	€ 19	€ 8	€ 8	€ 12	€ 8	€ 5	€ 2	€ 2
RM. VALCEA	€ 17	€ 10	€ 14	€ 7	€ 7	€ 7	€ 5	€ 2	€ 1	€ 1
SIBIU	€ 37	€ 21	€ 28	€ 12	€ 12	€ 15	€ 12	€ 8	€ 5	€ 5
SIGHISOARA	€ 11	€ 5	€ 8	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
SLATINA	€ 12	€ 5	€ 8	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
SLOBOZIA	€ 12	€ 5	€ 8	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
Predeal/Targoviste /Gaesti/Moreni/ Moroeni/Titu	€ 10	€ 8	€ 9	€ 3	€ 3	€ 5	€ 3	€ 2	€ 2	€ 2
TG.JIU	€ 8	€ 5	€ 8	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
TG.MURES	€ 30	€ 13	€ 18	€ 8	€ 8	€ 10	€ 8	€ 7	€ 2	€ 2
TECUCI	€ 8	€ 5	€ 8	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
TIMISOARA	€ 46	€ 23	€ 30	€ 15	€ 15	€ 17	€ 15	€ 12	€ 8	€ 8
TULCEA	€ 8	€ 5	€ 8	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
SUCEAVA	€ 19	€ 12	€ 17	€ 8	€ 8	€ 8	€ 7	€ 5	€ 2	€ 2
CALARASI	€ 12	€ 5	€ 8	€ 1	€ 1	€ 2	€ 1	€ 1	€ 1	€ 1
Afiliați ZU	06:30-11:00	11:00-16:00	16:00-19:00	19:00-24:00	24:00-03:00	06:30-11:00	11:00-16:00	16:00-19:00	19:00-24:00	24:00-03:00
FALTICENI	€ 25	€ 17	€ 15	€ 12	€ 12	€ 13	€ 12	€ 8	€ 5	€ 5
PASCANI	€ 25	€ 17	€ 15	€ 12	€ 12	€ 13	€ 12	€ 8	€ 5	€ 5

POLITICA DE VÂNZĂRI

CORECȚII DURATĂ

Lungime spot	%
10 sec	50
15 sec	75
20 sec	85
25 sec	95
30 sec	100
35 sec	115
40 sec	130
45 sec	145
50 sec	160
55 sec	180
60 sec	200

SUPRATAXE LA RATE CARD

Program Premium

- Morning Zu (07:00 - 10:00) = 15%
- Razvan si Cuza (16:00 - 19:00) = 15%

Solo Spot = 125%

Cobranding = 15%

Top & Tail = 15%

Position first/last in break = 15%

POSTARI SOCIAL MEDIA RADIO ZU

Postare Facebook = € 500

Pozitionare second/before last=10%

Story Facebook = € 350

Postare Instagram = € 550

Insta Story = € 350

PROIECTE SPECIALE

Morning ZU

➔ 1 proiect *One Time Only* = € 2.000

➔ saptamanal:

live radiozu.ro = € 1.500

live radiozu.ro + live Facebook + live Tik Tok = € 2.000

Razvan si Cuza

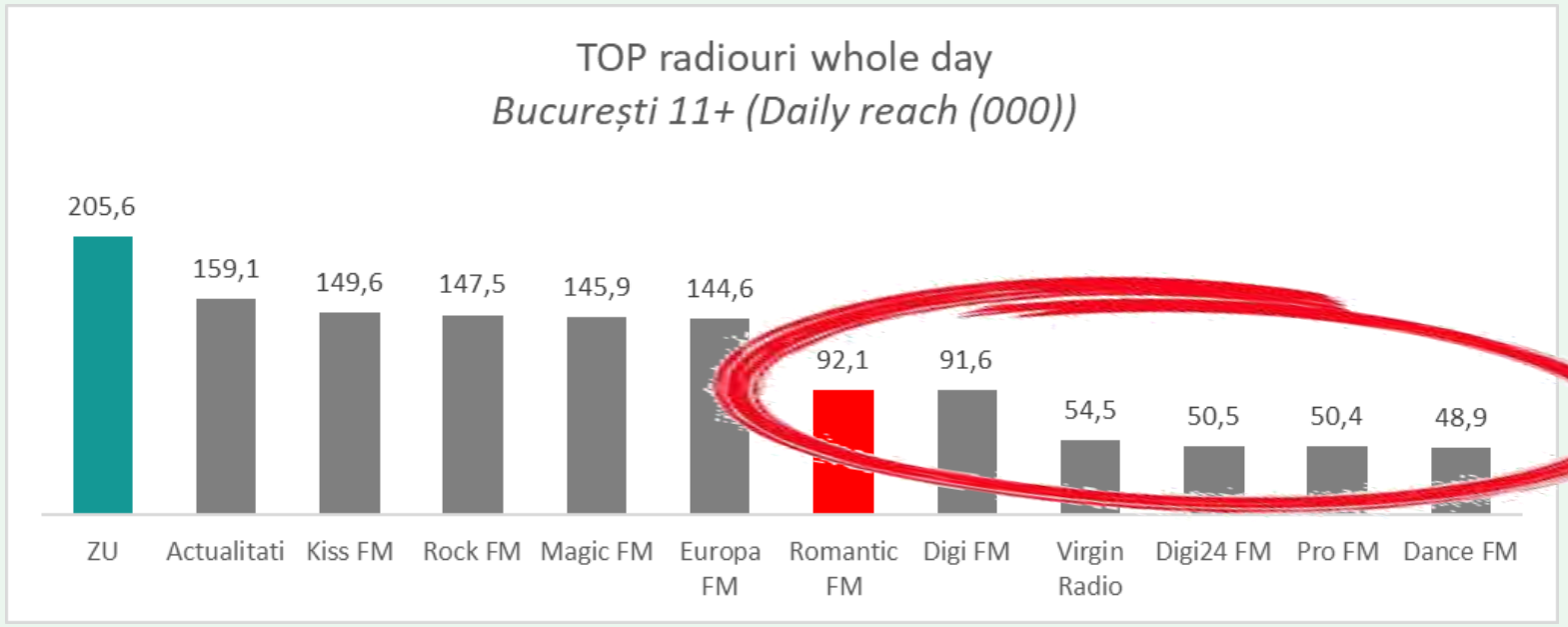
live radiozu.ro = € 1.000

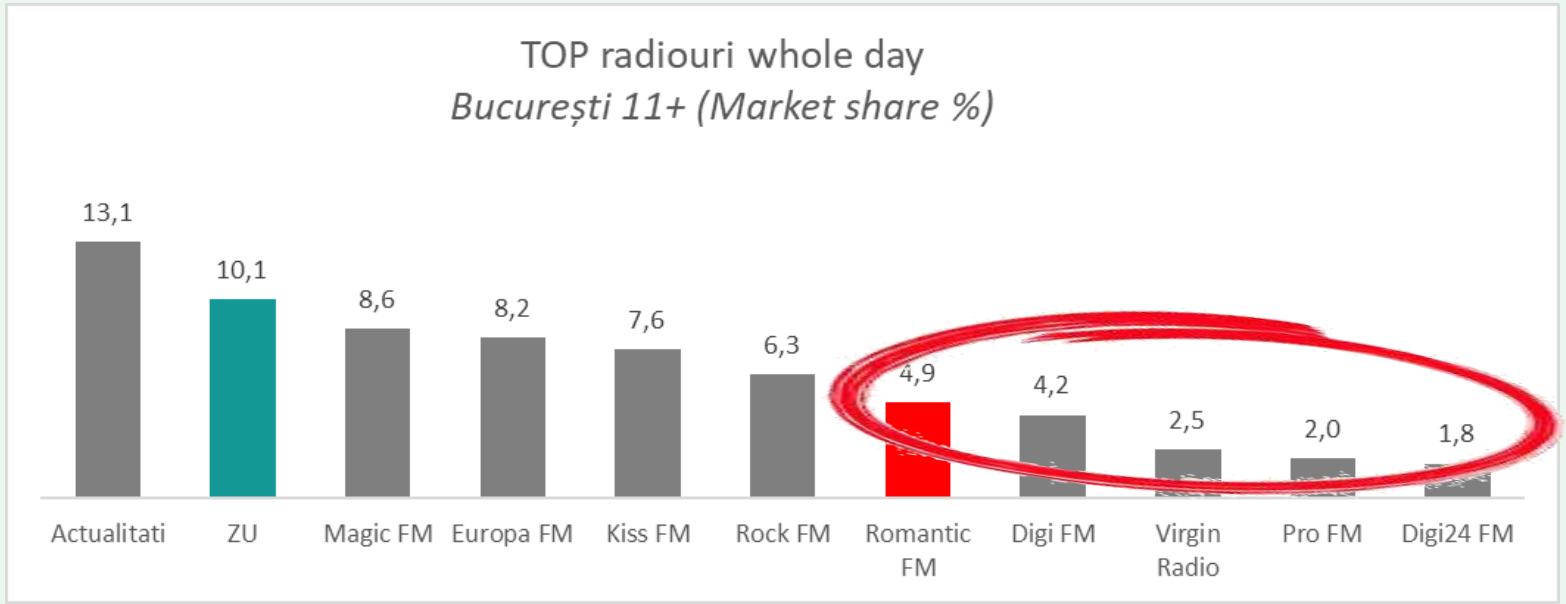
live radiozu.ro + live Facebook +

Începând cu data de 15 septembrie 2025 se aplică POLITICA DE SOLD OUT

NEW Infomercial	Morning ZU(7-10)	Adi Mihaila (10-13)	Cristi Paun (13-16)	Cuza, Tea & Popescu (16-19)	Raluca Benavides (19-22)
Anunt DJlive (30 sec)	1500*	€ 1.000	€ 1.000	€ 1.200	€ 1.000
Anunt DJinregistrat, difuzat inainte de stiri	n/a	€ 1.000	€ 1.000	€ 1.200	€ 1.000
* cu titlu de exceptie, in functie de content					

ROMANTIC FM - SE MENȚINE ÎN TOPUL PREFERINȚELOR DE ASCULTARE DIN BUCUREȘTI



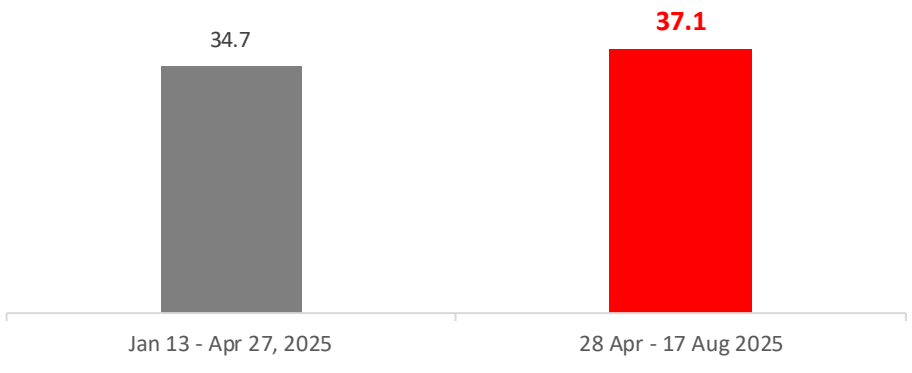


ROMANTIC FM - CONSOLIDARE A AUDIENȚEI LA NIVELUL PUBLICULUI COMERCIAL

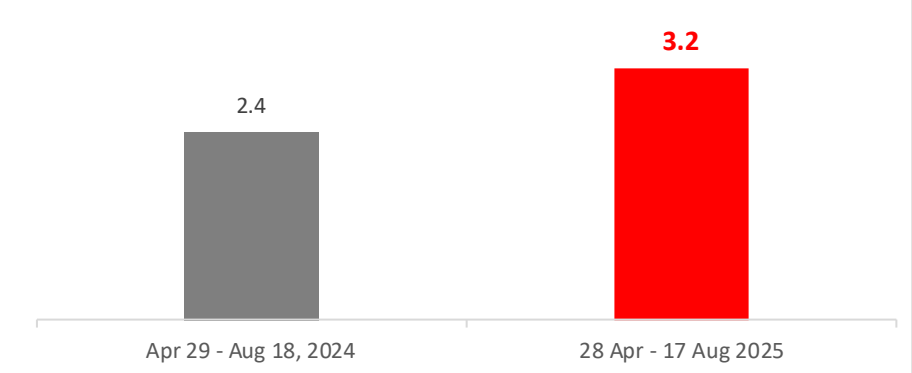
+7% față de primăvara 2025

+34% față de vara 2024

Romantic FM înregistrează o creștere comparativ cu valul anterior,
(Daily Reach(000), Bucuresti 18-54)



Romantic FM înregistrează o creștere comparativ cu valul similar din 2024,
(Market share%, Bucuresti 18-54)



RATE CARD ROMANTIC FM

LUNI - VINERI	Statii RFM	BUCURESTI	BACAU	IASI
	06:00-07:00	€ 290	€ 6	€ 9
	07:00-10:30	€ 538	€ 7	€ 12
	10:30-13:00	€ 330	€ 4	€ 8
	13:00-17:00	€ 270	€ 3	€ 7
	17:00-19:00	€ 350	€ 5	€ 9
	19:00-22:00	€ 230	€ 3	€ 6
	22:00-24:00	€ 100	€ 3	€ 6
	24:00-03:00	€ 30	€ 3	€ 6

SAMBATA-DUMINICA	Statii ZU	BUCURESTI	BACAU	IASI
	06:30-07:00	€ 130	€ 3	€ 5
	07:00-11:00	€ 200	€ 3	€ 6
	11:00-13:00	€ 230	€ 2	€ 4
	13:00-17:00	€ 200	€ 2	€ 5
	17:00-19:00	€ 170	€ 1	€ 2
	19:00-22:00	€ 130	€ 1	€ 2
	22:00-24:00	€ 70	€ 1	€ 2
	24:00-03:00	€ 30	€ 1	€ 2

RADIOZU
1
THANK YOU!