



femmefatale.tv



FEMME FATALE

IS A TV PROGRAMME IN WHICH WOMEN HAVE ALL THE POWER.

POWER OVER TIME

How to tell the real age of your body, skin, cells and organs?

How to stop the ageing process? Femme Fatale presents ground-breaking advances in science, the latest and most effective methods based on many years of research into the secrets of maintaining one's youth, health and beauty.

Weekly free consultations with the world's leading specialists for our female audience.

POWER OVER MEN

What should you say to a man after orgasm? How to gradually reveal your positive qualities to a man you are trying to attract? What are the wardrobe malfunctions that can turn men off? The things you should never criticize a man for...The body language that can attract or repel men. How to motivate your man to be a greater success in life: ask or make demands? Give in or insist? FF and her experts will help you to demystify all these challenges.

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POWER OVER FASHION

Why you should always buy two of everything in white. Why you should have 5 similar dresses in your wardrobe. Is it possible to go to a formal event without a handbag? How the famous Pirelli calendar was created. How to establish your own personal style. How to dine out with billionaires, buy fine dining ware at auction and how to buy an oil well. FF will take you backstage at the world's top fashion shows to take advantage of the professional advice of experts such as: stylists, make-up artists, hairdressers and designers.

POWER OVER YOUR BODY

The problem of carrying excess weight is common to many women. It masks your natural beauty, it's dangerous to your long-term health, insidious but you are capable of overcoming it. FF and her experts will educate you on the different kind of fat and its specific dangers. The programme will give you guidance on how to bring it under control. We'll bring you the latest most successful detox programmes which have helped famous actors and singers to rid themselves of their excess weight. Our expert nutritionists will advise you on the perfectly balanced formula of proteins, carbohydrates and fat. You will be provided with expert advice on the optimum timing between meals, the rule of one plate and the correct order in which to consume different types of food to better aid your digestion and metabolism.

POWER OVER YOUR LIVING SPACE

Seductive scents, head-turning aromas...which ones are suitable for your home? The exact temperature you should sleep at to get a great night's sleep. How to sleep soundly and beat the heat with the right bed linen. How to arrange your interior design to boost your confidence. Rough or soft? Which kind of touch/feeling do you prefer? We bring you the latest technology, the newest materials and many other innovative ideas from world class interior designers, architects and manufacturers. Find out how to face tomorrow as a more successful, attractive and balanced woman! Don't waste valuable time guessing, watch FF for the ultimate advice and answers you're looking for.



BECOME A SPONSOR

The sound of high heels clicking along the floor, the rustle of silk and the swish of satin. The subtle notes of sandalwood and Florentine iris gradually fill the air. All our senses are alerted to her imminent arrival.

Femme Fatal a new TV show devoted to fashion, beauty, culture, health, gastronomy and luxury lifestyles. Presented by Julia Dashina who will conduct exclusive interviews with world famous experts, including: designers, stylists, nutritionists, plastic surgeons, scientists, international celebrities, actors and singers.

Femme Fatal will provide exclusive access to the most secretly guarded clinics and health resorts, frequented by the world's wealthiest individuals. Julia and her team will conduct back-stage interviews at the finest theatres around the world. Femme Fatale will share the heritage of the finest makers of gourmet produce in Europe. She will take you to the world's most glamorous expos to experience the best and the most innovative designs and inventions that the world has to offer us.

Join us and together we will take our audience on an adventure to new worlds, new possibilities and to truly understand and desire your new products, services and offers. Femme Fatale has a unique advertising format which will advertise your brand more effectively than the traditional methods usually employed on television.

To find out how you can optimise your brand's advertising budget, call us on +357 70000669 or email us at info@rumedia24.com

Don't make a fatal mistake. Don't miss Femme Fatale!

Programme Duration: 25-30 min Segments: 5 parts

ADVERTISING

OPTION 1	5 sec	at the beginning of the programme
OPTION 1&2	5 sec	at the beginning of the segment
OPTION 1-3	3-4 min	segment
OPTION 1 OPTION 2	20 sec 30 sec	after the segment after the segment
OPTION 1	5 sec	at the end of the programme

* Option 3 is flexible



OPTION 1

2400 Euro

MAIN SPONSORSHIP

This option provides the sponsor with the top sponsorship position on the individual programme. Advertising of these top sponsors will appear frequently throughout the programme, creating the impression that the sponsor has produced the entire programme. This form of advertising is more memorable to the viewer and has been shown to include high brand loyalty ratings amongst viewers and feelings of trust and preference for the brand.

FORMAT:

- 5 secs at the beginning of the programme announcing that this programme is being brought to you by X.
- 5 secs at the beginning of the segment
- 4 minutes of content related material
- 30 secs of pure brand advertising
- 5 secs of pure brand advertising at the end of the programme

INCLUDING:

- sponsorship of an entire programme
- production of sponsor's advertisement
- 1 full page in AFISHA CY magazine
- 1 month SMM RMG



SPONSORSHIP OF THE SEGMENT

It's another high profile sponsorship opportunity, second only to Option 1. This form of advertising is more memorable to the viewer and has been shown to include high brand loyalty ratings amongst viewers and feelings of trust and preference for the brand. This form of advertising is not just about featuring your brand, this form of advertising, within the context of an aspirational setting, develops your brand relationships with the audience and grows brand trust. This in turn increases recall and boosts sales figures. This works with 5 seconds of pure brand advertising immediately before the content related segment, stating that this sponsor is bringing you this segment. Immediately after the segment the sponsor's longer advertisement will run for 20 seconds.

FORMAT:

- 5 secs of pure brand advertising immediately before the content related segment
- 3-4 minutes Segment duration
- 20 secs of pure brand advertising immediately after the segment with the address, prices, offers, etc.

INCLUDING:

- sponsorship of an entire programme
- production of sponsor's advertisement
- 1 full page in AFISHA CY magazine
- 1 month SMM RMG

OPTION

3

SPONSORSHIP OF STANDART ADVERTISING

5 sec

€200

10 sec

€250

15 sec

€300

20 sec

€400

30 sec

€600

Prices don't include 19% VAT

* Option 3 is flexible

- Production and Broadcasting cost per minute €1200
- Repeat Broadcasting cost per minute -20%

INCLUDING:

- 1 Full page in AFISHA CY magazine
- 1 month SMM RMG

THANK YOU

WE WILL BE GLAD TO WORK WITH YOU!





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