



L'AMOUR EST DANS LE PRÉ

Sponsoring offer 2022

RTL TVI



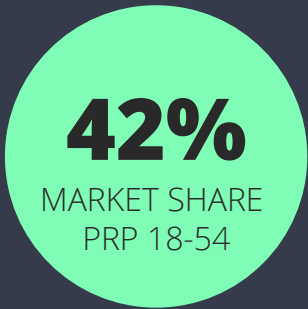


L'amour est dans le pré

In this format, farmers dreaming **to fall in love** will get the chance to meet their soulmate between several suitors of their choice.

Follow the **thrilling love stories of the farmers.**

**Broadcasting on Sunday
at +/- 20h45**





The program that women particularly love



Women 35-54

154



Women 40+

142



Women 30+

132

Source : CIM TV South - S13 October to December 2021 - Live+7 - RTL TVI - AFF

RTL TVI



Presence*

		Period 1 - 5 broadcasts -	Period 2 - 5 broadcasts -
TELEVISION			
CONTEXT	FORMAT	NUMBER OF BB	NUMBER OF BB
Sponsoring - RTL TVI	2 billboards 7" around the broadcast	10 BB	10 BB
Trailers - RTL TVI	1 billboard placed after the trailers: 1 peak and 2 off /week	5 peak & 10 off peak	5 peak & 10 off peak
DIGITAL			
PLATFORM	FORMAT	IMPRESSIONS	IMPRESSIONS
RTL INFO & RTL PLAY (section "L'amour est dans le pré")	Preroll 7"	75 000 AI	75 000 AI

*Subject to programming changes

Rates*

	Period 1 - 5 broadcasts - September/October	Period 2 - 5 broadcasts - October/ November
GRP	+/- 120	+/- 124
TV	61 240 €	63 190 €
DIGITAL	2 325 €	2 325 €
TOTAL	63 565 €	65 515 €

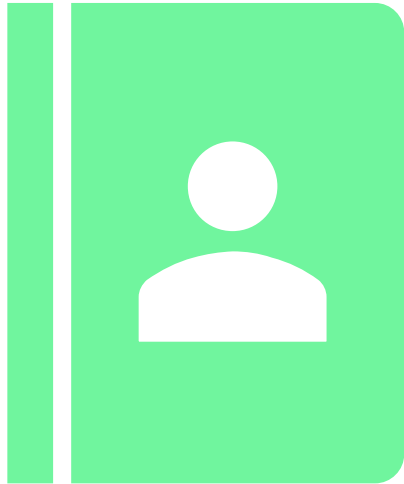
**Subject to programming changes*

This offer is subject to general sales terms conditions and 2021 commercial policy, on the www.ipb.be website.

TV and Digital production costs will be invoiced to the media agency

Estimated performances, not guaranteed, cannot be claimed as a contractual point (Source : Audience CIM TV South – PRP 18-54)

CONTACT



Creative solutions

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RTL INFO RTL play 6play | MY TFI |

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