

A woman with blonde hair, wearing a dark jacket, is smiling and holding a koala. The koala is clinging to her. The background shows a zoo enclosure with branches and greenery.

**EXPÉDITION  
PAIRI \* DAIZA**

Sponsoring offer 2022

RTL TVI



# PAIRI DAIZA

Elephants, lemurs, raptors but also lions, hyenas and red pandas, find all the stars of the park. The largest animal park in Belgium has not ceased to amaze us. He still holds a thousand and one secrets in the middle of his forest: births, illnesses, joys and tears.

Discover incredible stories, dedicated caregivers and fascinating animals. Pairi Daiza Expedition opens the doors to the daily life of animals as you have never seen it.



*Starting date : 11th december 2022 (TBC)*

**RTL TVI** Sunday around 18.20 pm

**RTL TVI**





RTL TVI 

## EXPÉDITION PAIRI \* DAIZA

**Sunday 18:20**

Follow the daily life of the zookeepers devoted to the lovable wild animals.

Welcome in the **biggest zoo of Belgium.**

**1,2M**

Total reach  
T4+

**20%**

Market Share  
PRP 18-54

Source : CIM TV South – Season 7 – April to June + December 2021 - Live+7 – RTL TVI –Reach at least 10% T. 4+ – Share PRP 18-54





# Particularly attractive to women



Women 40+

**164**



Women 35+

**152**



Women 30+

**150**

# Presence

## TV

- 2 billboards 7"/broadcast
- Spot Auto Promo
  - RTL TVI – 2 off peak per week

## DIGITAL

- Preroll 7" – on RTLPLAY & RTL INFO – 15 000 AI

Neutral material needs to be delivered

# Rates\*

	<b>3 WEEKS</b> 11/12 - 25/12
GRP	+/- 30 GRP
TV	9 390 €
DIGITAL	465 €
<b>TOTAL</b>	<b>9 855 €</b>

\* Subject to programming changes

This offer is subject to general sales terms conditions and 2021 commercial policy, on the [www.ipb.be](http://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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