

JE VENDS
MA MAISON



JE VENDS MA MAISON
Sponsoring Offer 2022

RTL TVI



Je Vends Ma Maison

"Selling a house? With a little help, it's always easier!

In « Je vends ma maison », the owners tell us their story. They sell their house or apartment for various reasons : the family is growing, a death, a divorce, etc. In short, they need help!

To sell their house as soon as possible, three real estate agents from We Invest* accompanied by Sophie Pendeville will help them and do everything to ensure that their story ends with a smile !



Saturday at +/- 6pm



Thursday at +/- 9pm



Sunday +/- 2pm

(timeslots TBC)



Starting date: 15th of October 2022 (TBC)

**<https://weinvest.be>*





Daniel

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Je vends ma maison

Follow 2 home owners, who will have to choose a real estate agent for advice, and will also meet experts (interior decorators, architects or even photographers)

They will guide them in their home selling project.

Saturday at +/- 6pm

1,3M

Total Reach
T4+

19%

Market share
PRP 18-54

Source : CIM TV South – Season 2 – mid October to mid December 2021 – Live+7 – RTL TVI – Total Reach of at least 10% (Live+redrun) T. 4+ – Share PRP 18-54



Jérémy

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Particularly
appreciated by
women



Women 40+

170



Women 35+

156



Women 30-54

118

Presence

TV

- 2 billboards 7"/broadcast (run & rerun)
- Trailing
- RTL TVI – 2 off peak/ week

DIGITAL

- Preroll 7" – 25 000 AI - on all media sites - to be defined (sites RTL+ RTL PLAY)

Neutral material needs to
be delivered

Budget*

	5 PROGRAMS 15/10 – 12/11	5 PROGRAMS 19/11 – 17/12
GRP	+/- 46 GRP	+/- 49 GRP
TV	15 920 €	16 910 €
DIGITAL	775 €	775 €
TOTAL	16 695 €	17 685 €

**Subject to programming changes*

This offer is subject to the General Terms and Conditions and the Commercial Policy 2022 at www.ipb.be.

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 Sud - PRP 18-54)



CONTACT



Creative solutions

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