

Cross-média

Culinaire



Everyone loves to cook! But we don't really know how to do it and we always repeat the same recipes.

Well, Chef Jean-Luc Daniel is here, and he's reinventing cooking! Thanks to the return of the micro-program Fait Maison!, Jean-Luc Daniel gives us new ideas that are easy to make and gives us the desire to cook for our family and friends.

With a smile, Jean-Luc invites you every evening for a moment in his garden for a good feast!

Broadcast

- MONDAY to FRIDAY on TV La Une, around 7:15 pm
- Reruns of next day on TV La Une at 12:35 pm.
- This program is also to discover on Auvio.
- The recipes can be also available on RTBF.BE







Product placement

Example





Product placement

Example









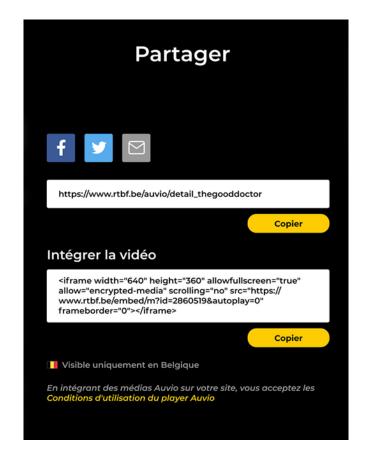
Content embed

It is now possible to integrate the Auvio player into your website. This is known as embedding content. This option is only available if RTBF owns the images and sounds in the content.

How to embed?

- Click on the Share video or audio button
- A window opens, with various icons for sharing content
- Under the Embed video section, you can copy the embed URL.
- Open your site management system and paste the HTML code





Media offer

Max 1 sponsor | MINIMUM 2 WEEKS TV + 4 WEEKS DATA

Broadcast	MONDAY to FRIDAY on TV La Une, around 07:15 pm Reruns of next day on TV La Une at 12:35 pm
Dioducust	r MONDAY to FRIDAY on TV La one, around 07.15 pm Refuns of flext day on TV La one at 12.55 pm

TV	la une
Billboards max 7"	20 BB
25" Product Placement / week	50" PP
10 Trailers / week 2 in Prime time	20 Trailers

Digital	Cauvio
Digital Video (Pre/mid/postroll) - max 20"	10.000 imps
Inread video - max 20"	10.000 imps

Media value (2 weeks to chose) depending the month in 2025

Data

Data Segment Video (Foodies) – 4 weeks minimum 104.986 imps

+ Production costs vat excl. (for 2 weeks) 12.500€ netto netto

Budget

JANUARY				FEBRUARY			MARCH							
2 WEEKS OF CHOICE			2 WEEKS OF CHOICE			2 WEEKS OF CHOICE								
								22.000	22.000	26.800	26.800	26.800	26.800	
APRIL			MAY			JUNE								
	2 W	EEKS OF CHO	DICE		2 WEEKS OF CHOICE			2 WEEKS OF CHOICE						
23.900	23.900	23.900	25.300		30.000	30.000	30.000	30.000	29.800	21.200	21.200	21.200	21.200	
JULY				AUGUST			SEPTEMBER							
	2 W	EEKS OF CHO	OF CHOICE 2 WEEKS OF CHOICE			2 WEEKS OF CHOICE								
14.300	14.300	14.300	14.300	12.800	13.500	13.500	13.500	13.500		28.900	28.900	28.900	28.700	
	OCTOBER				NOVEMBER			DECEMBER						
2 WEEKS OF CHOICE			2 WEEKS OF CHOICE				2 WEEKS OF CHOICE							
28.600	28.600	28.600	28.600		31.400	31.400	31.400	31.400		27.700	27.700	27.700	27.600	

Marketing evaluations

JAN - DEC (without July and August)

Note: Specified Marketing Evaluations will be done depending the weeks purchased

MARKETING TERMS	PRA	WOMEN 18-54	25-54	18-54
GRP	59	64	55	48
COV%	20,5 %	21 %	20 %	18 %
отѕ	2,9	3	2,8	2,7
INDIVIDUALS	328.619	237.500	363.695	399.572
CONTACTS	946.474	715.295	1.005.693	1.069.386

Marketing evaluations

JULY - AUGUST (Summer period)

Note: Specified Marketing Evaluations will be done depending the weeks purchased

MARKETING TERMS	PRA	WOMEN 18-54	25-54	18-54
GRP	51	58	51	46
COV%	19 %	20 %	19 %	17 %
отѕ	2,7	2,9	2,7	2,6
INDIVIDUALS	302.711	224.200	348.152	388.209
CONTACTS	1.604.194	1.117.648	1.828.532	1.024.828

Want to know more? Get in touch

sales@rmb.be

www.rmb.be

@RMB Regie Media Belge

@regiemediabelge

