

Fait Maison

Cross-média

Culinaire

Offer 2025



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

colruyt



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



Partager



https://www.rtbf.be/auvio/detail_thegooddoctor

Copier

Intégrer la vidéo

```
<iframe width="640" height="360" allowfullscreen="true"
allow="encrypted-media" scrolling="no" src="https://
www.rtbf.be/embed/m?id=2860519&autoplay=0"
frameborder="0"></iframe>
```

Copier

🇧🇪 Visible uniquement en Belgique

En intégrant des médias Auvio sur votre site, vous acceptez les
Conditions d'utilisation du player Auvio

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

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

Digital		
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 WEEKS OF CHOICE					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 WEEKS 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 %
OTS	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 %
OTS	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

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www.rmb.be

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