

# L'Echappée belge

Cross media

Divertissement

Offer 2026



# Concept

Cycling and local tourism have been the big winners in recent years. With this in mind, Adrien Joveneau has decided to extend the Beau Vélo de RAVeL concept to France AND other countries.

The idea is to introduce the Belgian public to the rich cultural, tourist, gastronomic and natural heritage of the 5 regions visited.

One of the program's original features will be to introduce us to France and other countries through the eyes of Belgian personalities/artists who live and/or work there on a regular basis.

These ambassadors have an international audience since our program is also broadcast on TV5 Monde.

Personalities approached : Philippe Boxho, Virginie Hocq, Cécile Giroud, Véronique Gallo, and Nicolas Gob (subject to change)

The locations visited will be: Martinique, the Mediterranean, the Loire, the Vendée, and the Ardèche.

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# Broadcast

## **TV BROADCAST :**

- 5 never-before-seen reports
- Running time: 26 minutes
- On La Une Sundays at 1:40 pm
- Programming from 17/05 to 14/06/2026

## **RADIO BROADCAST :**

- 5 never-before-seen reports
- Duration: 2 hours
- On VivaCité Sundays from 1 pm to 3 pm
- Programming from 17/05 to 14/06/2026

## **OTHER BROADCASTS :**

- 1 presentation capsule/ broadcast on 6-8 (La Une)
- 1 article on the l'échappée belge page on the RTBF.be website : <https://www.rtbf.be/emission/echappee-belge>
- Auvio : <https://auvio.rtbf.be/emission/l-echappee-belge-du-beau-velo-de-ravel-21141>
- TV5 Monde (TBC)

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# Media offer & Budget

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Radio – TV	Number	Total	Period
Trailers TV / La Une : promo TV shows (5 programs)	6 TR/program TV (incl. 2 in prime)	30 TR La Une	From 11/05 to 13/06/2026
Billboards TV / La Une (7" max) : • Sunday afternoon	2 BB/program	10 BB La Une	From 17/05 to 14/06/2026
Trailers Radio / VivaCité : promo radio programs (5 programs)	12 TR/week	60 TR VivaCité	From 11/05 to 13/06/2026
Billboards Radio / VivaCité (5" max) : • Sunday afternoon	4 BB/program	20 BB VivaCité	From 17/05 to 14/06/2026

**TOTAL GROSS BUDGET : 44.600 €** VAT EXCL.

Deadline for airing on radio/television : 10/04/2026

**Want to know more?  
Get in touch**

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