

Concours La Matinale Vivacité Regio

Radio

Multti-contexte

Offer 2026



From 6 a.m. to 8 a.m., VivaCité's teams accompany listeners in the provinces as they wake up and on their way to work.

Main mechanism: participation by SMS and draw by VivaCité with 1 winner per day & per region (35 winners in all). A programme to find out everything that's going on: regional and local news, music, games, sport, regional features, weather, sport and RTBF Mobilinfo news flashes from the region, live every morning.

The advertiser will be associated with the programme during the five days of the selected week(subject to availability).

The advertiser must provide a five-second billboard and may be included in a quote

rtbf
VIVACITÉ



Media offer and Budget

Broadcast

Trailers audio (Monday to Sunday)

16 / week

Radios speaks (Monday to Friday between 6:00 and 8:00)

5 / Monday to Friday

Budget

1 week Bruxelles / BW

1.900€ (*)

1 week Hainaut

2.900€ (*)

1 week Liège

2.900€ (*)

1 week Namur / Luxembourg

1.900€ (*)

VivaCité will send the winners' contact details to the sponsor at the end of the competition. Gifts sent to winners by sponsor.

(*) Excl VAT

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

sales@rmb.be

www.rmb.be

[@RMB Regie Media Belge](https://www.instagram.com/RMB_Regie_Media_Belge)

[@regiemediabelge](https://www.facebook.com/regiemediabelge)

RMB