

La Matinale VivaCité Régio

Radio

Mutliti-contexte

Offer 2026



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

A programme to find out everything that's going on: regional and local news, music, games, sport, 'region' segments, weather, sport and RTBF Mobilinfo flashes from the region live every morning.

The advertiser will be associated with the programme during the 5 days of the selected week (subject to availability).The advertiser must provide a 5-second billboard and may be included in the trailer.

rtbf
VIVACITÉ



Media offer and Budget

Broadcast

Trailers audio (Monday to Sunday)

17 / 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€ (*)

(*) Excl VAT

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

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www.rmb.be

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