

Luxe, le Mag de l'Excellence

TV

Multi-contexte

Offer 2025



Le Mag de l'Excellence, hosted by Ondine Stenuit, highlights the best in Belgium and beyond in the fields of craftsmanship, fashion, travel, beauty, and culture. Embark on a sensory journey where elegance and sophistication reign, designed to inspire and make you dream.

Broadcast

- Wednesday 23:30
- Tuesday 06:00



Concept



Schedule 2025

January 24	Luxury trends in 2025: What will mark the year in fashion, design, travel (noctourism – Celestial Retreats – coolcation) and more.	July 11	Luxury at summer festivals: Music, art, and gastronomy in exclusive locations.
February 7	Luxury and romance: Valentine's Day ideas: High-end gifts, romantic getaways, and unforgettable experiences.	July 18	Slowing down to truly disconnect: Slow travel experiences and digital detox in high-end accommodations.
February 14	Prestigious mountains: The luxury of European ski resorts before the season ends + Mountain style – luxury accessories	August 22	Back to school in style: The best in leather goods and accessories: Focus on new autumn collections.
March 7	Fashion Week	September 5	Luxury at the start of the school year: Spas and wellness: Fitness in exceptional places.
March 21	Wellness and renewal: Exclusive spa experiences and luxury retreats ideal for a spring fitness boost.	September 19	Fashion Week and fall luxury trends: The must-see shows and key pieces.
April 4	Watches and Wonders Show in Geneva + Castle-core trend.	October 3	Luxury wine tourism: Harvests and exclusive experiences in Belgium, notably: Prestigious castles and private tastings. + Zoute Grand Prix
April 18	Exclusive Easter travel: High-end spring destinations and private villas for families. + Art Brussels.	October 10	High-end family-friendly travel destinations: Autumn school holidays
May 16	Luxury and cinema (start of the Cannes Film Festival): A look back at the film festival season, brands, outfits...	November 7	Weekend getaway in Belgium to survive the heart of autumn
May 30	TBC	November 21	Preparing for Christmas: Advent calendars and luxury markets: The best ideas for a prestigious Christmas.
June 13	Beginning of summer: The destinations everyone will be talking about	December 5	Winter 2025: Trends and destinations to celebrate the holidays: Skiing, palaces, and new winter trends.
June 27	Summer continuation: Destinations to escape the heat (e.g., the mountains)	December 12	Winter continuation

Partner offer

DUO SPONSORING OFFER

TV



- 2 billboards/program - 4 billboards/week
- 10 trailers/week to promote the segment, with a 5 second Billboard signature

Digital



- 1 publication in the newsletter Midi24

Media Budget/Week : 2.128 € gross

Case



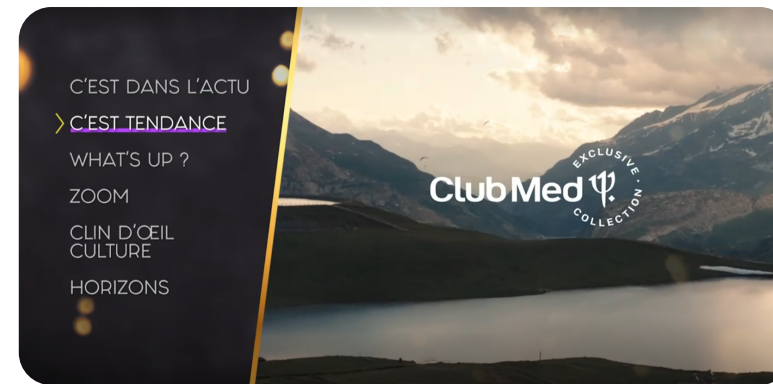
Briefing

- Target : 25-54
- Campaign : January/July 2024
- Budget : 40.000 €
- Media : LN24

Media results

- GRP TV : 35,8

Club Med 



Case



Briefing

- Target : PRA 25-64
- Campaign : March to October 2023
- Budget : 50.000 €
- Media : LN24

Media results

- GRP TV : 24,3



KNOKKE HEIST

Option

« Parole de l'Expert » (5 à 7')

- Content isolated at the end of the show and recorded face-to-face with the presenter
- Mention of the expert's name and position
- Journalistic preparation of the message: support for identifying and translating the message
- Royalty-free content for the client



Media : 4.000€/content/Week NETTO NETTO

Production : 1.500€/content NETTO NETTO

Want to know more? Get in touch

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