

LES NOUVEAUX AGRICULTEURS

Cross-Media

Contexte

rtbf
La une

rtbf
la 1ère

rtbf
CLASSIC 21

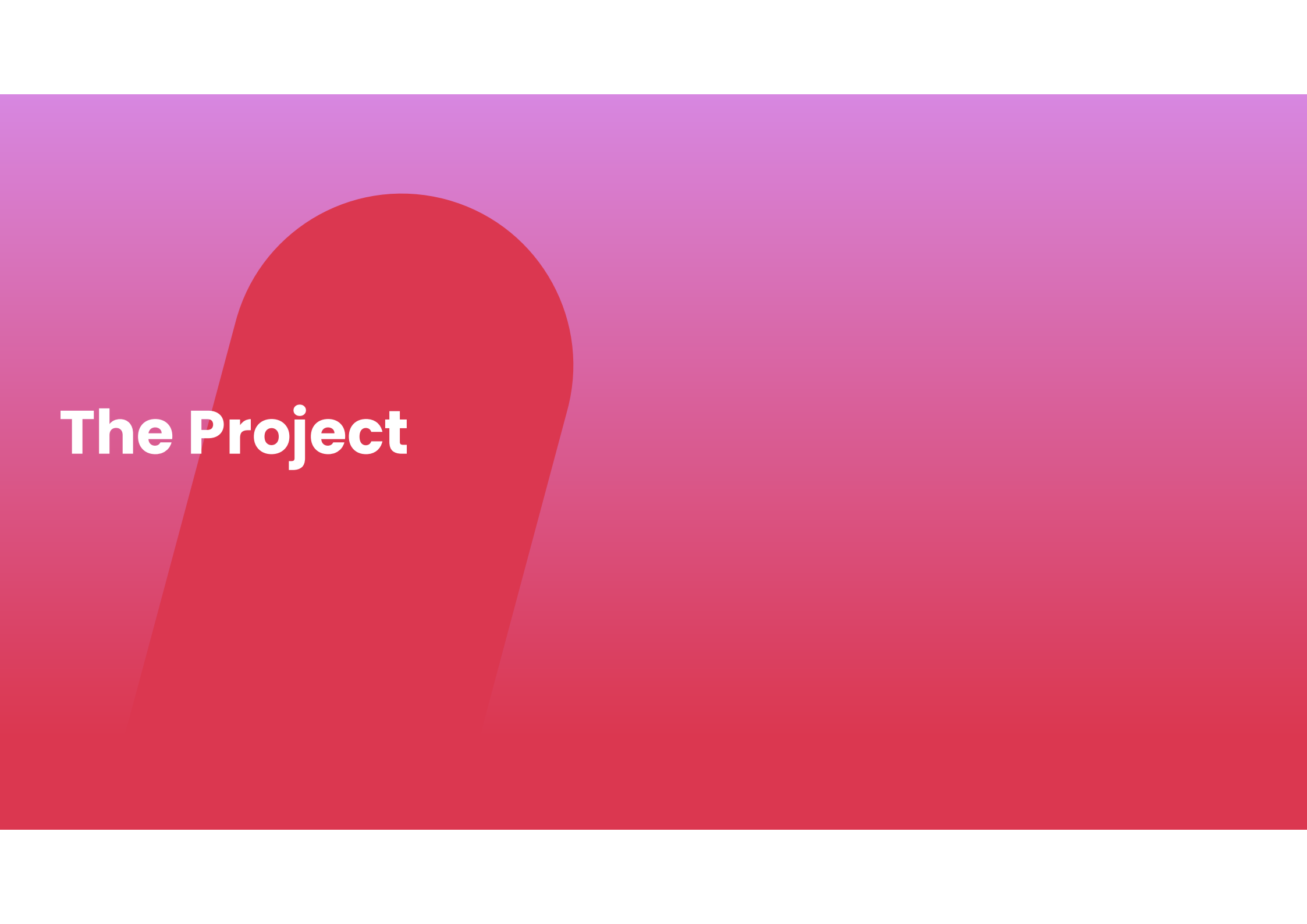
rtbf
VIVACITÉ

rtbf
audio

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actus

Offer 2026





The Project

PITCH

Exploring the people, challenges and innovation behind Belgian agriculture

Les nouveaux agriculteurs is a 6x 30min magazine series, scheduled in May 2027, that takes viewers into the heart of the agricultural world, offering a fresh perspective on the diversity of farming professions. From livestock farming and market gardening to arable crops, horticulture, and dairy production, the series explores a sector that is often little known, stereotyped, and frequently misunderstood.

Through the journeys of passionate individuals, each episode goes behind the scenes of these professions, highlighting their expertise, achievements, and day-to-day realities in the field.

The series celebrates these essential professions while raising public awareness of their crucial role in the ecological and food transitions shaping our future.



THE PROMISE

Belgian agriculture is undergoing a profound transformation. Beyond the stereotypes, a new generation of farmers, producers and innovators is redefining the future of food, sustainability and local economies. *Les nouveaux agriculteurs* offers a fresh and authentic perspective on this essential sector, bringing audiences closer to the people who shape it every day.

- Reconnecting Belgians with their agriculture.
- An authentic immersion into agricultural professions.
- Inspiring human stories shaped by passion, innovation and transmission.
- A modern vision of a sector in full transformation.
- A positive programme that informs, inspires and highlights an essential sector.



THE CONCEPT

Through a series of immersive magazines, The New Farmers follows men and women who have chosen agriculture as their profession and passion. From traditional family farms to innovative urban projects, the series reveals the diversity, challenges and opportunities that define modern farming in Belgium.

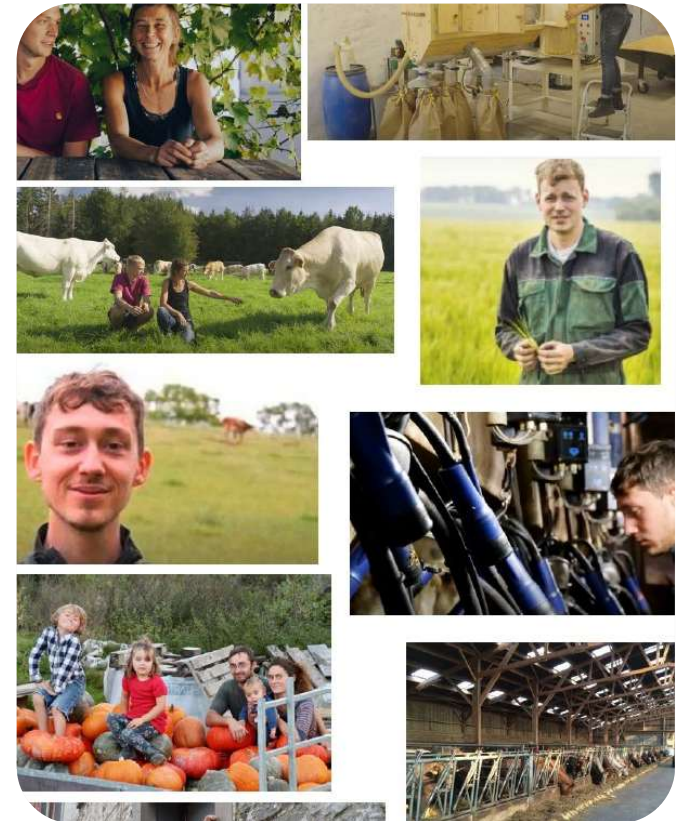
- 6 episodes of 30 minutes.
- Across Wallonia and Brussels, we follow men and women facing major professional challenges.
- Organic farming, urban agriculture, livestock farming, dairy production, aquaponics and climate adaptation.
- Each episode tells a powerful human story illustrating the transformation of agriculture.



STORIES THAT SPEAK TO EVERYONE

A series showcasing the diversity of Belgian agriculture, from urban centres to rural territories.

- **Brabant Wallon** : Chloe takes over the family organic cattle farm and modernises its business model.
- **Brussels**: Mathilde develops a rooftop urban farm while Victor manages an innovative aquaponics operation.
- **Liege** : Mathieu modernises dairy production and Vincent adapts fruit growing to climate challenges.
- **Luxembourg** : Maxime discovers sustainable forestry while Julia and Francois develop an organic goat cheese business.
- **Namur** : Denis and Sophie operate a high quality organic poultry farm.
- **Hainaut**: Georges manages a large cereal farm while Luc and Julien question the future of potato farming.
- **Malmedy** : Gwenaëlle and Fabrice prepare the takeover of the family pig farm.
- **Nivelles** : Elise develops an educational farm and an innovative direct sales model.



WHAT'S IN IT FOR ME ?

Les nouveaux agriculteurs offers brands a unique opportunity to connect with audiences through authentic stories, positive values and meaningful societal impact.

- **Strengthen Your ESG & Sustainability Positioning**

Associate your brand with food, sustainability, innovation and environmental transition.

- **Reach Highly Engaged Audiences**

Connect with viewers interested in local economy, responsible consumption and the future of agriculture.

- **Maximise Multi-Platform Visibility**

Benefit from exposure across La Une, Auvio, digital content and social media touchpoints before, during and after broadcast

- **Support a Sector that Matters to Everyone**

Food production, biodiversity, climate adaptation and rural development are issues that concern all consumers.

- **Build Positive Brand Affinity**

Align your brand with inspiring stories, human values and real-life impact.



KEY FACTS & FIGURES

Building on the success of magazines formats such as *Les nouveaux bâtisseurs*, *Les nouveaux agriculteurs* combines television, digital content and social media to reach audiences across multiple touchpoints and generations

PROJECT OVERVIEW

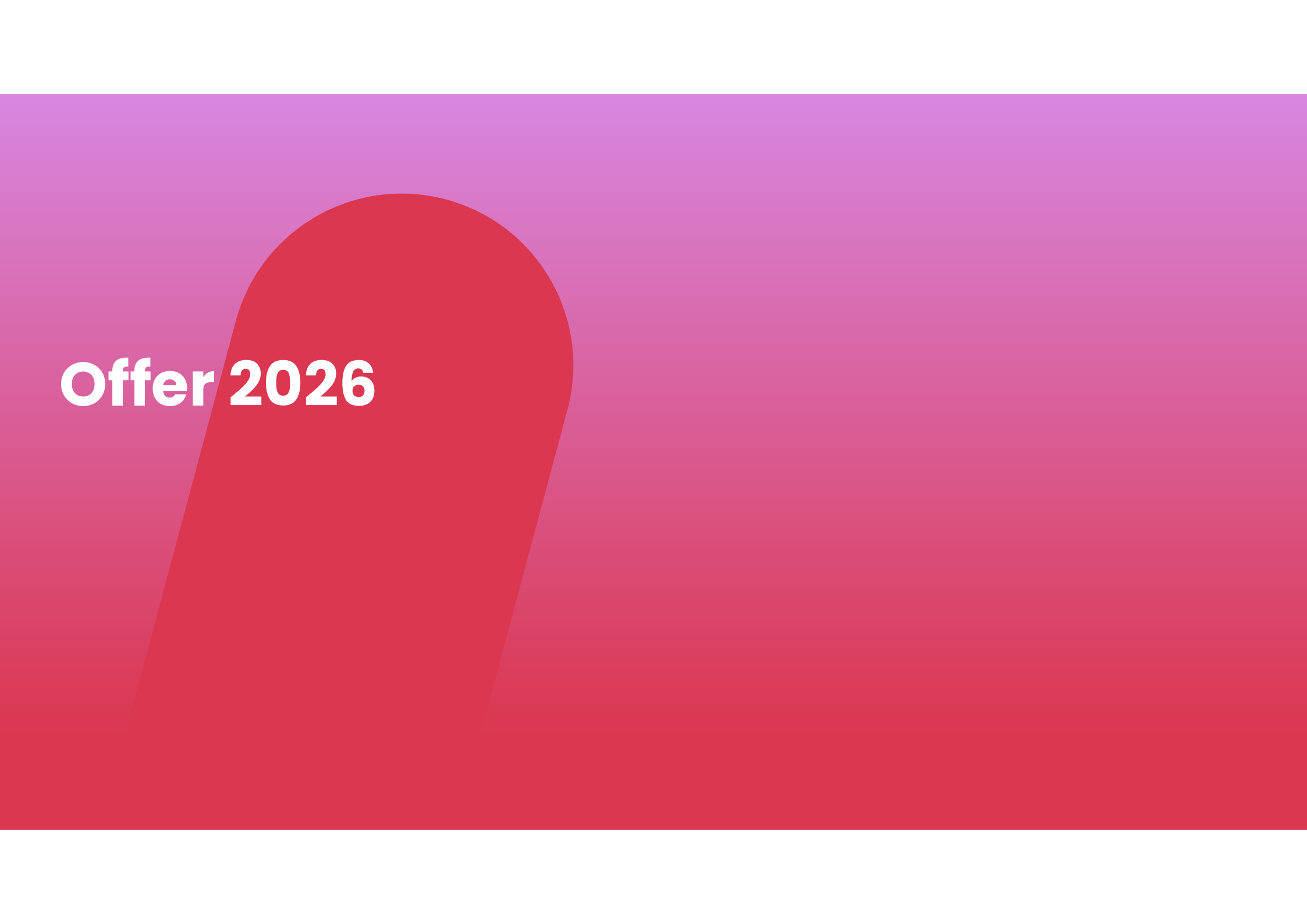
- 📺 6 episodes
- 🕒 30 minutes per episode
- 🌐 13 agricultural profiles across Belgium

BROADCAST, REACH & AUDIENCE POTENTIAL

📅 **May - June 2027** | Every Saturday on La Une, immediately following the 1:00 PM News Bulletin with a special return at 11:00 AM in the week preceding Libramont Agricultural Fair in late July.

- 👥 Up to 200,000 TV viewers
- 📺 Cross-platform visibility through TV, radio, streaming and social media





Offer 2026

MEDIA OFFER – Les nouveaux agriculteurs

Production Autumn 2026 **Broadcast** 6 episodes – 1pm – Saturday – May/June 2027

TV – RTBF LA UNE	
Billboards Duo-sponsoring max 5" – Program	12
Trailer TV Duo-sponsoring program with advertiser's billboard max 5"	30
Product placement – 120" in total	120"
RADIO – RTBF CLASSIC 21, LA PREMIERE, VIVACITE	
Trailer Radio TV Program	180
DIGITAL – RTBF AUVIO, RTBF ACTUS	
Digital Video (Pre/mid/postroll)	300.000 imps
Inread video	100.000 imps
SOCIAL – RTBF	
1 Video Post on RTBF Instagram – Interstitial Ad with sponsor	100.000 imps
1 Video Post on RTBF Facebook – Interstitial Ad with sponsor	10.000 imps
GROSS MEDIA VALUE vat excl. : 95.000 €	
DATA	
Data Segment Video "TBC" 4 weeks minimum	121.212 IMPS
DATA vat excl. : 4.000 € netto netto	
MEDIA VALUE : 99.000 € netto	
+ PRODUCTION COSTS (production help) : 40.000 € netto	
PROPOSAL : 115.000 € netto netto	

Offer subject to change – version 2026-08-28

Les nouveaux agriculteurs Offer 2026

Marketing evaluations



MARKETING TERMS	18+	MS 18-54	18-44	PRA+KIDS	55+
INSERTIONS	50	50	50	50	50
GRP	164	60	32	41	328
COV%	41%	24%	16,5%	19,3%	66%
COV#	1.524.692	389.000	265.760	150.163	977.061
OTH	4	2,5	1,9	2,1	5
CONTACTS	6.102.800	972.728	515.413	318.998	4.855.699

CIM, TAM Study, 13H30-13H50, live+7, may 2025, universe : South 4+.

Marketing evaluations

RADIO | **rtbf** **La 1ère** **rtbf** **VIVACITÉ** **rtbf** **CLASSIC 21**

MARKETING TERMS	18+	MS 18-54	18-44	PRA+KIDS	55+
INSERTIONS	180	180	180	180	180
GRP	216	135	90	161	394
COV%	32%	25%	21%	29%	46%
COV#	1.391.000	465.500	377.400	227.700	722.000
OTH	6,8	5,3	4,2	5,5	8,5
CONTACTS	9.482.200	2.479.310	1.616.525	1.252.000	6.152.000

CIM, mediaplaning wave 2025/5-8, 2025/9-12 and 2026/1-4, 05:00-00:00, universe south 12+.

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

sales@rmb.be

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