

LES NOUVEAUX BATISSEURS

Season 4

Cross-Media

Contexte

rtbf
La une

rtbf
La 1ère

rtbf
CLASSIC 21

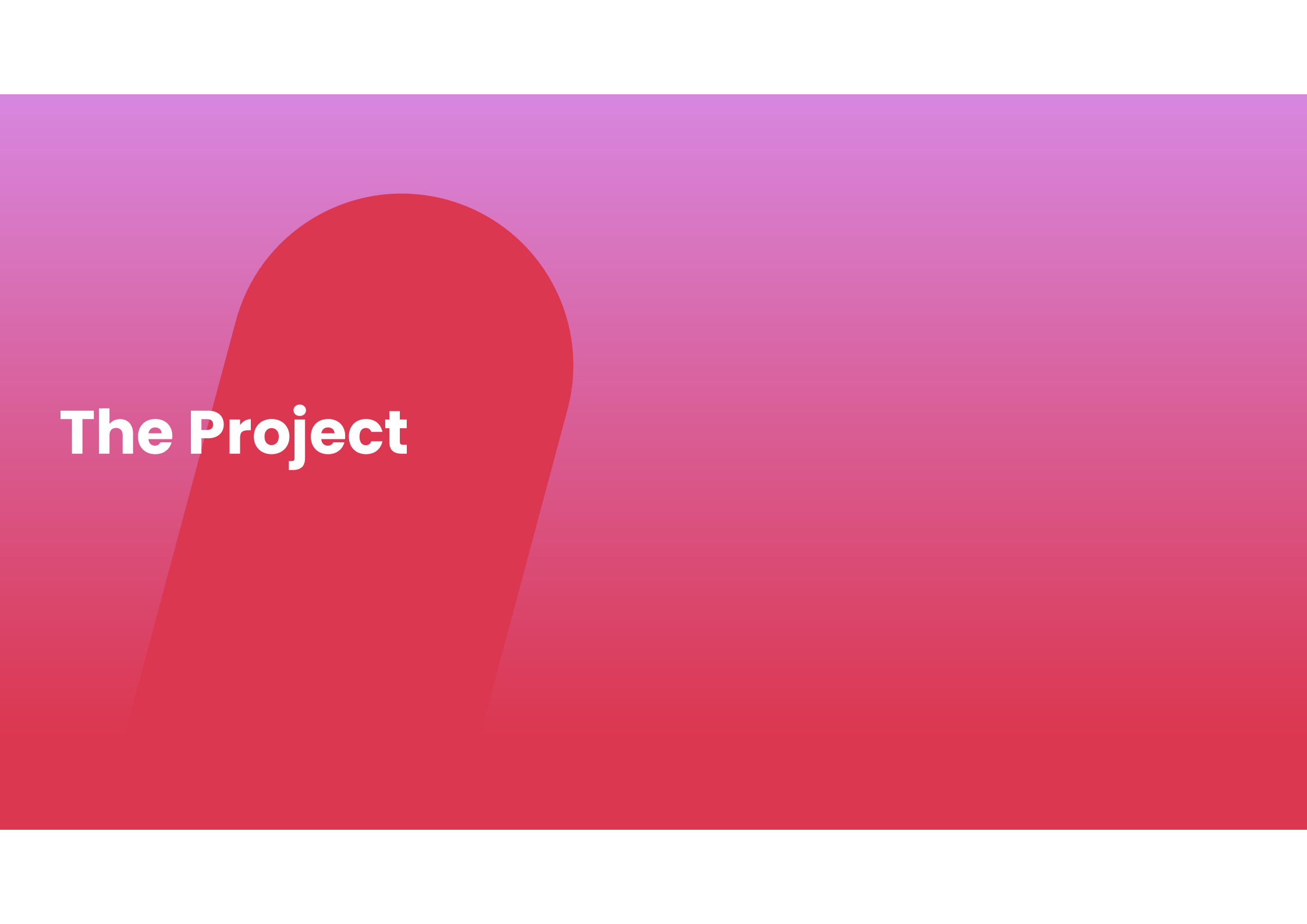
rtbf
VIVACITÉ

rtbf
auvio

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actus

Offer 2026





The Project

PITCH

Building the Future. Breaking Barriers.

Les nouveaux bâtisseurs S4 is a successful magazines franchise returning for a fourth season following three editions dedicated to renovation, skills transmission and sustainable construction. Building on this strong foundation, Season 4 shines a spotlight on a powerful and timely topic : women in construction.

Across six 30 minutes episodes, the series follows women who have chosen to build their careers in a sector traditionally perceived as male-dominated. From apprentices and craftswomen to entrepreneurs and site managers, viewers discover inspiring personal journeys, professional challenges and remarkable success stories that are reshaping the future of construction in Belgium.

Beyond the individual stories, *Les nouveaux bâtisseurs S4* explores the broader transformations taking place within the industry. As the sector faces a growing need for skilled labour, increasing digitalisation and ambitious sustainability goals, the series highlights the people driving change on construction sites across the country of construction.



THE PROMISE

Building on the success of its first three seasons, *Les nouveaux bâtisseurs S4* furthers its commitment to showcasing the people driving change in the construction sector.

This new edition focuses on the women who are breaking barriers, challenging stereotypes and helping to build a more innovative, sustainable and inclusive industry. At a time when the sector faces significant recruitment challenges, the series aims to inspire future talent and promote the wide range of opportunities available within construction.

- **Promote careers in construction**
- **Encourage female talent to join the sector**
- **Showcase innovation and sustainability**
- **Challenge stereotypes and inspire future generations**
- **Support workforce renewal in a sector facing labour shortages**



THE CONCEPT

Season 4 follows women from different backgrounds who have chosen careers in construction. From apprentices and craftspeople to entrepreneurs and site managers, the series reveals the diversity of opportunities within a rapidly evolving industry.

- **6 episodes of 30 minutes.**
- **Women working across a wide range of construction professions.**
- **Themes including sustainability, energy efficiency, innovation and digitalization.**
- **Real-life stories demonstrating personal and professional transformation.**



STORIES THAT SPEAK TO EVERYONE

Through a diverse selection of profiles, the series captures the reality of women working across the construction sector today.

These personal journeys reflect the evolution of an industry in transition, where talent, determination and innovation are increasingly breaking down traditional barriers. From career changes and apprenticeships to leadership roles and entrepreneurship, each story provides a unique and inspiring perspective on the changing face of construction in Belgium.

- **Caroline** : From law to decorative painting entrepreneur.
- **Arianna** : Architect turned plastering craftswoman.
- **Sabine** : Former elite athlete turned insulation specialist and site manager.
- **Emelyn** : Social worker retraining as a building painter.
- **Katty** : Experienced mason breaking gender stereotypes.
- **MeiLine** : Young electrician building her future through mentorship.



WHAT'S IN IT FOR ME ?

Les nouveaux bâtisseurs S4 offers advertisers a unique opportunity to connect with audiences through positive values, diversity, innovation and meaningful societal impact.

- **Strengthen ESG & Diversity Credentials**

Position your brand alongside a project championing inclusion, equal opportunities and the transformation of a traditionally male-dominated industry.

- **Reach Highly Engaged Audiences**

Engage viewers who are interested in education, skills development, innovation and the future of work in Belgium.

- **Maximise Multi-Platform Visibility**

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

- **Support the Next Generation of Talent**

Help promote construction careers and encourage more women to enter a sector facing significant recruitment challenges.

- **Create Meaningful Brand Connections**

Associate your brand with inspiring stories of determination, innovation and professional achievement.



KEY FACTS & FIGURES

A proven magazines franchise designed for visibility and impact. Building on the success of its first three seasons, The New Builders returns with a powerful new edition dedicated to women in construction, combining inspiring storytelling with a multi-platform media ecosystem to reach audiences across television, streaming and social media

PROJECT OVERVIEW

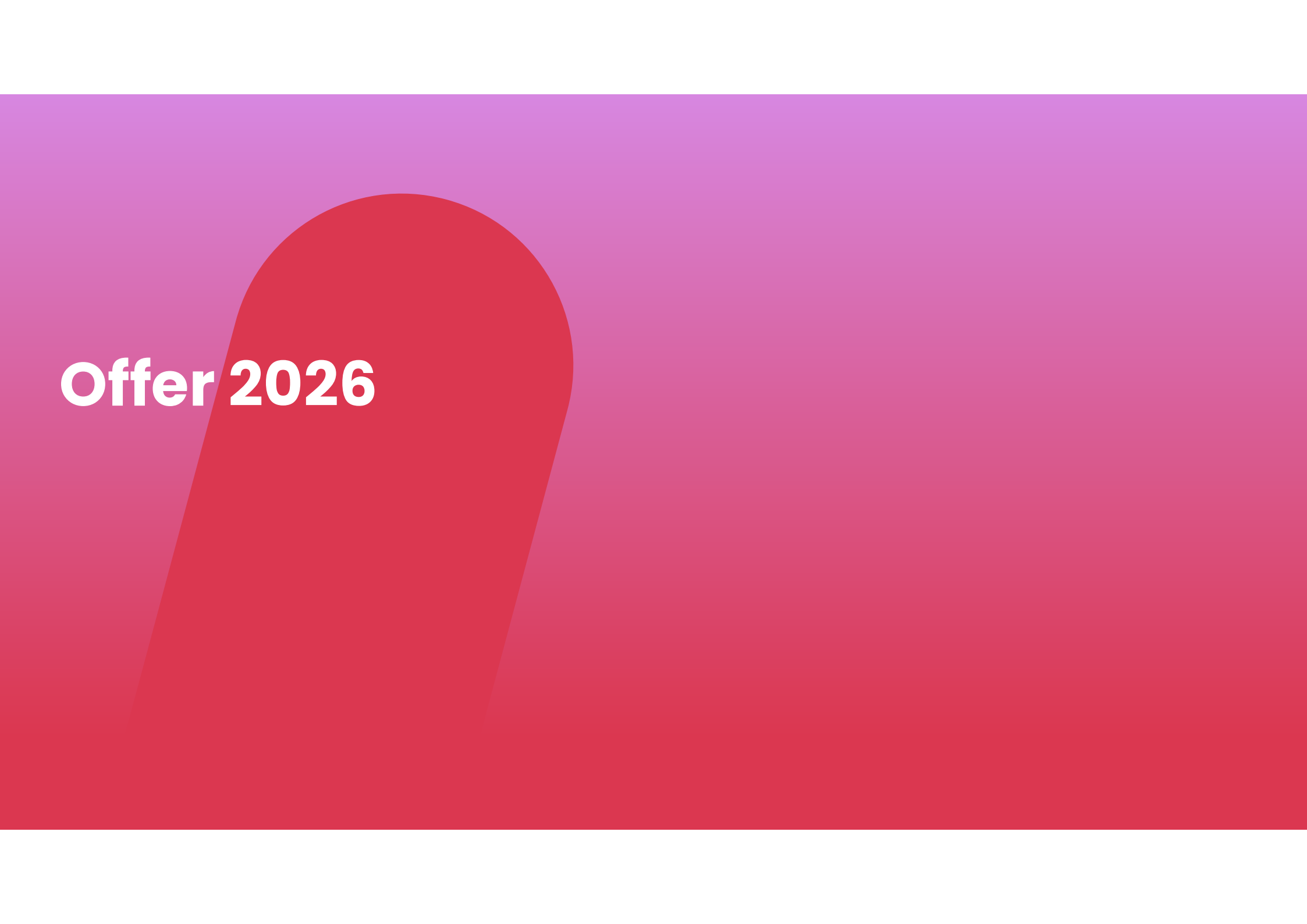
- 📺 6 episodes
- 🕒 30 minutes per episode
- 👩 6 inspiring female profiles from the Belgian construction sector
- 📅 A season dedicated to women shaping the future of construction

BROADCAST, REACH & AUDIENCE POTENTIAL

📅 **May - June 2027** | Every Saturday on La Une, immediately before the 1:00 PM News Bulletin.

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





Offer 2026

MEDIA OFFER – Les nouveaux bâtisseurs

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. : 94.700 €	
DATA	
Data Segment Video "Renovation" 4 weeks minimum	121.212 IMPS
DATA vat excl. : 4.000 € netto netto	
MEDIA VALUE : 98.700 € netto	
+ PRODUCTION COSTS (production help) : 40.000 € netto	
PROPOSAL : 115.000 € netto netto	

Offer subject to change – version 2026-08-28

Les nouveaux bâtisseurs Offer 2026

Marketing evaluations



MARKETING TERMS	18+	MS 18-54	18-44
INSERTIONS	50	50	50
GRP	120	48	27
COV%	35%	22%	15%
COV#	1.302.420	356.667	241.600
OTH	3,4	2,3	1,8
CONTACTS	4.465.440	810.607	434.880

CIM, TAM Study, 12:30-12:50, 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
INSERTIONS	180	180	180
GRP	216	135	90
COV%	32%	25%	21%
COV#	1.391.000	465.500	377.400
OTH	6,8	5,3	4,2
CONTACTS	9.482.200	2.479.310	1.616.525

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**

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