

Les pros de l'ECO

Video

Magazine

Offer 2025



Concept

Every week, Les Pros de l'Eco reviews Belgian economic news, but also and above all those who make it a success.

From seasoned business leaders to young entrepreneurs, from the hospitality industry to large industries, the spotlight will be on those who want to make a difference in their neighborhood or the whole world.

With Pierre Hermant as a leading interviewer and success story spotter on one side, and Antonin Marsac and the editorial team of La Libre on the other to comment on the week's news, Jody Bau will be surrounded by the best economic team in the country!

Broadcast

- Weekly program
- Format : 48-minutes
- Tuesday, Thursday, Sunday : around 11:00 p.m
- Friday : 6:00 a.m.
- Sunday : 7:00 a.m.
- Friday : 2:00 p.m + 4 reruns



Media offer

Partner offer | DUO SPONSORING - Min 8 weeks sponsorship

Broadcast

MONDAY to FRIDAY on TV La Une, around 07:15 pm | Reruns of next day on TV La Une at 12:35 pm

TV



4 Billboards max 5"/show

Total 20/weeks

20 Trailers / week to promote the how, with 5" billboard signature

Digital



1 publication in the newsletter Midi24 - Once a week

1 Social Post on LinkedIn + Paid Media

media Budget : 37.136 € gross

media proposal : 28.500 € NETTO NETTO

Production Budge (Paid media) : 1.500 € NETTO NETTO

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

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www.rmb.be

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