

Meteo audio

Radio

Multi-contexte

Offer 2026



The sponsor is associated with all the weather bulletins broadcast near the news programs on all 8 radios stations of RTBF, NRJ, LN Radio and Fun Radio.

rtbf
La 1ère

rtbf
VIVACITÉ

rtbf
TIP!K

nrj

FUN
RADIO

rtbf
MUSIQ3

rtbf
CLASSIC 21

LNradio

Price*

- BB Duration 5 sec : 25.200 € (incl. OLA**)
- BB Duration 7 sec : 27.975 € (incl. OLA**)
- BB Duration 10 sec : 30.750€ (incl. OLA**)




> 449 billboards / week

> 200.000 imps OLA / week

* Prices Excl. VAT. ** No discount on the digital part.



Broadcast scheme

	rtbf La 1ère			rtbf VIVACITÉ			rtbf CLASSIC 21			rtbf TIP!K			rtbf MUSIQ3											
BILLBOARDS	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU
05:30-07:00	1			3	1	1	2	1	1	1						2						3		
07:00-09:00	2			2	1	1	2	2	2	2	2	2	2	1	1	4	2	3	5			4	2	2
09:00-12:00	1	1	1		1	1	2	2	2		2	2	1	1	1	1	1	1				1	1	1
12:00-14:00		1	1	1	1	1	1			1	1	1	1			1						2		
14:00-16:00	1			1	1	1	1	1	1													1		
16:00-19:00	3	3	3	1	1	1	2	1	1	1	1	1				3			5			3		
19:00-23:00	2	2	2	2	2	2	1	1	1															
TOTAL : 449 BB	64 BB/week			66 BB/week			71 BB/week			37 BB/week			24 BB/week			62 BB/week			50 BB/week			75 BB/week		

Marketing evaluations

1 week- 449 insertions

South	12+	18-54	PRP 18-54	Working
Cov1+	1.980.985	1.073.721	810.844	1.015.911
Cov%1+	45,1%	43,6%	44,2%	49,7%
Cov%3+	27,9%	26%	26,5%	30,9%
Cov%5+	20,3%	18,3%	18,8%	22,4%
Contacts	15.540.210	6.974.182	5.387.271	7.257.070
OTH	7,3	6,5	6,6	7,1
GRP	331,4	293	294	355
C/000	1,72	3,6	4,7	3,5

4 consecutive weeks - 1796 Insertions

South	12+	18-54	PRP 18-54	Working
Cov1+	2.490.826	1.396.723	1.044.749	1.280.506
Cov%1+	56,8%	56,8%	57%	62,6%
Cov%3+	43,4%	42,7%	43%	48,5%
Cov%5+	36,9%	35,9%	36,3%	41,4%
Contacts	58.160.860	27.896.720	21.549.080	29.028.280
OTH	23,3	20	20,6	22,7
GRP	1325	1134	1175	1420
C/000	1,3	2,9	3,7	2,8

Source : CIM RAM 2025/1-4, 2025/5-8 and 2025/9-12, 05:00-00:00, universe : South 12+, Billboards = 5 sec.

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

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www.rmb.be

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