

NOUS LES BELGES

Television

Healthcare

Offer 2025



Concept

The very first prime-time show dedicated to health for everyone, by everyone.
The national reference in health, with a strong economic and social focus.



LNradio

Broadcast

- Presenter : Sabrina Jacobs
- 52'
- One prime time around 8:15 PM
- A total of 5 re-broadcasts during the week and weekend
- First episode: end of November 2025 focused on the theme of obesity
- Additional broadcasts possible, theme to be confirmed
- Promotional support across all media and platforms of the IPM group (Radios & print).



Mission & vision

Objective

- Raise awareness, inform, and educate the public on essential health topics, using the codes of "Mainstream TV."
- Promote a global and holistic vision of health, emphasizing prevention and the importance of considering physical, mental, and social well-being in an integrated manner.
- Make the connection between consumption and health.
- Highlight local health actors (direct/indirect).

Target audiences

- Age: 18 to 64 years.
- Socio-economic categories: GSI-4, middle to high income levels.

Main profiles

- Citizens and consumers concerned about their health.
- Young entrepreneurs, business leaders, executives, and independents sensitive to economic and societal issues.
- Health professionals, decision-makers, and executives in the pharmaceutical and technology sectors related to health.



Format

Entertaining talk-show with medical experts, representatives of associations, political and economic decision-makers.

- 52 minutes (event format)
- Presentation: TBD

Main topics

- Prevention (Obesity, diabetes, menopause, rare diseases, mental well-being).
- Medical innovations (technology, nutrition).
- Debunking misconceptions and false beliefs (fake news).

Possibility of integration

- Each episode can include subtle integration of the commercial partner and product placement, avoiding traditional advertising formats.

Tone of voice

- Pedagogical, serious, emotional, entertaining (fun to watch even if I don't feel personally concerned by the issue), also focused on consumption and the technological and economic dimensions of health.



Program structure

Each episode explores a central theme and connects it to peripheral aspects.

Example : diabetes

- Eating well (nutrition, slow sugars, unprocessed foods).
- Physical activity and mental health.
- Consumption.
- Technological innovations (insulin pumps).
- Role of Belgian actors (R&D, entrepreneurship, politics).

Recurring segments

- Patient profiles: immersion into their daily lives.
- Practical tips: nutrition, exercise, stress management.
- Debunking: breaking myths and fighting misinformation

Recurring guest profiles

- Health professionals (doctors, researchers).
- Public or private decision-makers (ministers, heads of organizations).
- Health influencers to amplify the reach of the topics discussed (e.g, Slice).
- Sponsored actors: pharmaceutical labs, tech companies, etc.

Configuration: Maximum 4 participants per segment, rotation possible based on needs.





Offer 2025

Media offer

Broadcast

November 2025 | Key topic : Obesity

TV / Radio



- 4 × 30" spots on screens before, during, and after the program (5 broadcasts – total 20 SPOTS)
- 2 billboards before/after the program (5 broadcasts – total 10 BB)
- 2 billboards before commercial breaks (5 broadcasts – total 10 BB)
- 50 TV trailers
- 90 LN Radio trailers
- 2 advertising packs at 10 GRPs → 20 GRPs guaranteed
- 1 on-air speaking slot (expert intervention) – 5 minutes on TV, Web & Replay – 5 broadcasts
- 10 floating TV broadcasts of the LN24 edited speaking slot + 20 surrounding billboards
- Royalty-free content for the advertiser

Digital



- 1 integration in the Newsletter, 20,000 active subscribers, open rate approx. 20%
- 1 Facebook post
- 1 Instagram post

Production

- Preparation and coaching for the speaking slot

Media value : 33.741€ (net net 18.500€)

Production cost : 1.500€

Estimated audience of the show: minimum 110,000 viewers | Estimated 52 TV/Radio GRPs for the overall campaign



« Prise de parole »

Media offer

Broadcast

November 2025 | Key topic : Obesity

TV



1 on-air speaking slot (expert intervention)
on TV, Web & Replay
Royalty-free content for the advertiser

5 minutes
5 broadcasts

Production



Preparation and coaching for the speaking engagement

Media value : net net 4.000 €

Production cost: 1.500€

Estimated A UDIENCE : minimum 110.000 viewers

Options

TV – Option 1



10 floating TV broadcasts of the LN24 edited speaking slot + 20 billboards around it
Media value: €4,495 – offered at €2,000, for a total budget of €7,500 – estimated 12 TV GRPs

Total budget: €7,500 – estimated 12 TV GRPs

TV – Option 2



10 floating TV broadcasts of the LN24 edited speaking slot
+ 20 surrounding billboards

A 1'30"–2'00" report aired in Grand Check Up (5 broadcasts),
with 1 billboard per broadcast (5 billboards)

10 floating TV broadcasts of the report + 20 surrounding billboards
Media value: €10,739 – offered at €3,000

Production



Production costs for a ready-to-air 1'30"–2'00" segment: €3,500

Total budget: €12,000 – estimated 20 TV GRPs

A large, solid red shape with a rounded top and a pointed bottom, resembling a stylized arrow or a drop, is positioned on the left side of the frame. The background is a solid, light pink color. The text 'Sponsoring Sequence' is written in a bold, white, sans-serif font across the middle of the red shape.

Sponsoring Sequence

Media offer

Counterparties

Broadcast

November 2025 | Key topic : Obesity

TV / Radio



- 4 × 30" spots on screens before, during, and after the program (5 broadcasts – total 20 spots)
- 2 billboards around a segment on nutrition, sleep, sport.. TBD by the advertiser (5 broadcasts – total 10 billboards)
- 50 thematic trailers
- 90 thematic trailers on LN Radio

Digital



- 1 integration in the Newsletter
20,000 active subscribers
open rate approx. 20%
- 1 Facebook post
- 1 Instagram post

Media value : 14.630€ (net net 10.000€)

The proposed campaign allows reaching, in addition to digital touchpoints on TV/Radio a total of:

269,000
individuals

3
OTS / OTH

808,000
contacts

18
GRPs

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

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