

# Podcast Les petits rêveurs

Audio

Entertainment

Offer 2026



Les Petits Rêveurs is a podcast of stories for children aged 3 to 12.

In a world saturated with screens, Les Petits Rêveurs offers an imaginative sound bubble: a creative break that soothes the little ones, captivates the adults and brings the whole family together. More than ever, it is essential to give children simple and fun tools to feed their imagination... and take care of their emotional balance.

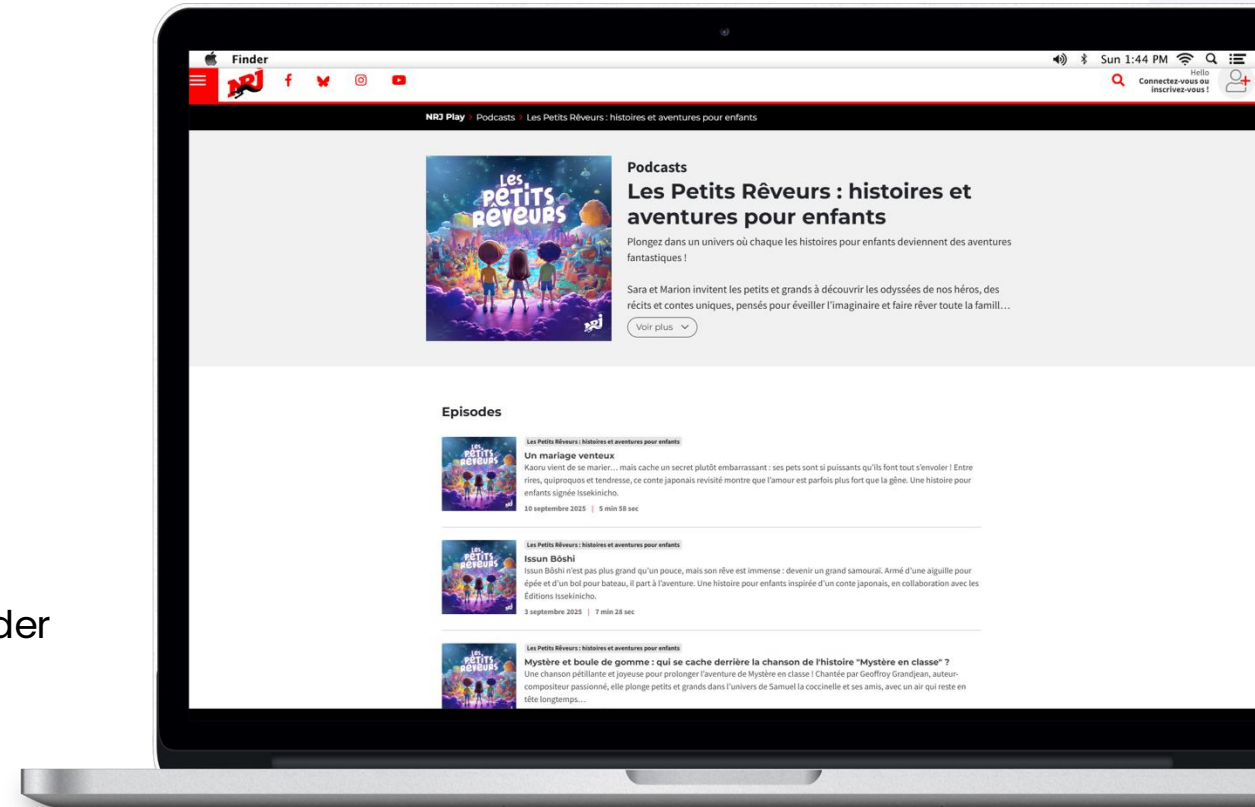
A new episode is released every Wednesday at 10 a.m. on NRJ.be and listening platforms

Duration: between 3 and 7 minutes



# Objectives

- Stimulate the imagination and enrich the vocabulary of children.
- Offer parents a soothing, educational and complicit moment to share with the family.
- Offer a soft and creative alternative to screens, which promotes attention and escape.
- Address essential themes such as the management of emotions and the mental health of the youngest, in order to help them better understand what they feel.



# Collaborations

Les Petits Rêveurs is enriched thanks to partnerships and strong influences:

- Les Marmottons, a children's publishing house, whose books deal with essential themes such as fear or hypersensitivity.
- Issekinicho, a French publishing house, which published Mukashi Mukashi
- The work of child psychotherapist Simon Orenbach, which inspires stories related to children's emotions and experiences.
- Special episodes with artists such as Soprano, Amel Bent or Marine (Star Academy), who lend their voice and their universe to touch children in a different way. (released in October)



# Statistics

## Target audience

### **3 to 6 years old**

Sweet and reassuring stories for the evening ritual.

### **7 to 12 years old**

Richer stories, with a cultural, initiatory and humorous dimension.

Parents looking for modern, educational and quality content.

## Statistics

- 54 episodes available to date
- 15,000 monthly streams on average
- 111,000 listens since the launch of the podcast
- Main listening sources: Spotify & Deezer
- Spotify: 1020 subscribers and a 4.7 rating
- 80% listened to via smartphone

# Media offer

## Broadcast

From 7th-01 to 24th-06-2026 – 25 new episodes (+ 54 already released)

### Radio & DAB



Radio trailers with Billboard max 5' - NRJ+	Total 50
Radio trailers with Billboard max 5' - NRJ	Total 50
Radio Speaks NRJ	Total 25

### Digital & social media



<b>Digital website <a href="https://www.nrj.be">NRJ.be</a></b>	25 weeks
Presence of the sponsor's logo on NRJ website	
<b>Newsletter NRJ</b>	6 / month
Presence of the sponsor's logo on NRJ newsletter	+ 1 specific mailing
<b>Social media Content posts</b>	6 IG stories
Presence of the sponsor's logo on NRJ Instagram	1 IG post feed
<b>Podcast start / preroll « In partnership with... »</b>	237 streams
1 mention per podcast / 3 platforms = NRJ, APPLE, SPOTIFY	

GROSS MEDIA BUDGET : 41.600€ VAT excl.

# Marketing evaluations



MARKETING TERMS	18-44	25-54	PRP+KIDS	PRA 18-44
GRP	77,3	78,6	65,2	76,2
COV%	18,3	18,1	17,0	18,2
OTS	4,22	4,33	3,84	4,19
INDIVIDUALS	327.516	245.088	135.924	231.024
CONTACTS	1.382.621	1.062.287	521.377	967.037

CIM RAM, Wave mediaplanning, 2024/5-8, 2024/09-12 and 2025/1-4.

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

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