

Transformation Jardin

A variation of the program "Jardins & loisirs"

Cross-média

Lifestyle

Offer 2025



“Jardins & Loisirs” invites you to follow the transformation of part of the garden of one of our viewers using a contemporary, accessible and environmentally-friendly solution. Our specialist will be providing tips and tricks to ensure that no corner of the garden is left unplanted, with the motto: ‘If you plant a garden, you plant happiness’!

A typical week :

- **Monday:** our specialist meets the homeowner and discusses his/her wishes for change and makes observations
- **Tuesday:** He/she takes action (with the owner): keep what - remove what
- **Wednesday:** he/she proposes a drawing illustrating the changes and structures the spaces
- **Thursday:** he/she and the owner do the planting
- **Friday:** before/after and the owner's reaction to the result + conclusion on what remains to be done.
- **Remounting** of these different moments and broadcast:
 - on Sunday around 1:40pm
 - on Auvio
 - on the J&L Facebook page (163,000 followers)
 - on the ‘Nos jardins & Loisirs’ group (19,600 members).



Mission
Jardin

A white line-art icon of a wheelbarrow, positioned to the right of the word 'Jardin'.

Media offer

Max 1 sponsor | MINIMUM 2 WEEKS TV + 4 WEEKS DATA

Broadcast

Monday to Friday on TV La Une, around 07:15 pm | Sunday on TV La Une, around 13:40 pm.

TV		Digital	
			
Billboards max 7"	12 BB/Week	Instream video (Pre/mid/postroll) – max 20"	20.000 imps
25" Product Placement / week	40" PP/Week	Inread video – max 20"	10.000 imps
10 Trailers / week 2 in Prime time	5 Trailers/Week	Post Facebook	1

Media value (per week) depending the month in 2025

Data	
Data Segment Video (Gardening lovers + Garden interest) – 4 weeks minimum	131.234 imps

DATA vat excl. :

5.000€ netto netto

Media budget

JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4	W5	W6	W7	W8	W9		W10	W11	W12	W13
		11.100	11.100	11.100	11.100	11.800	11.800	11.800	11.800		16.400	16.400	16.400	16.400
APRIL					MAY					JUNE				
W14	W15	W16	W17	W18		W19	W20	W21	W22		W23	W24	W25	W26
16.400	16.400	16.400	16.400	16.400		16.400	16.400	16.400	16.400		12.600	12.600	12.600	12.600
JULY					AUGUST					SEPTEMBER				
W27	W28	W29	W30	W31		W32	W33	W34	W35		W36	W37	W38	W39
7.600	7.600	7.600	7.600	7.600		7.200	7.200	10.500	10.500		16.900	16.900	16.900	16.900
OCTOBER					NOVEMBER					DECEMBER				
W40	W41	W42	W43	W44		W45	W46	W47	W48	W49	W50	W51	W52	
17.100	17.100	17.100	17.100	17.100		17.100	17.100	17.100	17.100	16.200	16.200	16.200	16.200	

Marketing evaluations

JAN – DEC (without July and August)

Note : Specified Marketing Evaluations will be done depending the weeks purchased

MARKETING TERMS	PRA 18-54	WOMEN 18-54	25-54	18-54
GRP	35	38	36	33
COV%	18 %	18,6 %	18,4 %	16,9 %
OTS	1,9	2	2	1,9
INDIVIDUALS	288.755	207.883	336.450	376.513
CONTACTS	561.468	424.706	658.272	735.203

Marketing evaluations

JULY - AUGUST (Summer period)

Note : Specified Marketing Evaluations will be done depending the weeks purchased

MARKETING TERMS	PRA 18-54	WOMEN 18-54	25-54	18-54
GRP	26	26	27	24
COV%	15,6%	15,4%	15,9%	14,3%
OTS	1,7	1,7	1,7	1,7
INDIVIDUALS	250.254	172.118	290.737	318.588
CONTACTS	417.090	290.588	493.704	534.693

Product placement

JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4	W5	W6	W7	W8	W9		W10	W11	W12	W13
		2.500	2.500	2.500	2.500	2.600	2.600	2.600	2.600		3.600	3.600	3.600	3.600
APRIL					MAY					JUNE				
W14	W15	W16	W17	W18		W19	W20	W21	W22		W23	W24	W25	W26
3.600	3.600	3.600	3.600	3.600		3.600	3.600	3.600	3.600		2.800	2.800	2.800	2.800
JULY					AUGUST					SEPTEMBER				
W27	W28	W29	W30	W31		W32	W33	W34	W35		W36	W37	W38	W39
1.700	1.700	1.700	1.700	1.700		1.600	1.600	2.300	2.300		3.800	3.800	3.800	3.800
OCTOBER					NOVEMBER					DECEMBER				
W40	W41	W42	W43	W44		W45	W46	W47	W48	W49	W50	W51	W52	
3.800	3.800	3.800	3.800	3.800		3.800	3.800	3.800	3.800	3.600	3.600	3.600	2.300	

Want to know more? Get in touch

sales@rmb.be

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