

# GRANDEUR NATURE

Offer 2024

---



## CONCEPT 2024

Grandeur Nature 2024 will illustrate that Nature is a source of pleasure and development.

It will explore different themes through encounters with personalities (scientists, nature professionals, local project leaders, young entrepreneurs, artists, etc.) from the 4 corners of Wallonia, in emblematic locations linked to these themes.

Adrien Joveneau will be guiding the event and passing on the message that nature must be preserved if this refuge, accessible to all and a guarantor of our future, is to survive.

### Proposed themes :

- Nature as a source of solutions to the challenges of the future ;
- Nature as a vehicle for discovery and learning ;
- Nature as a place for personal development ;
- Nature as a cradle of artistic and culinary inspiration ;
- Nature as a creator of social ties, resilience and community life.





# BROADCAST

**September 1 to 29, 2024 (TBC)**

## **TELEVISION :**

- 5 x 26' TV programs on La Une (+ Auvio + TV5)
- Sundays at 1:40 pm

## **RADIO :**

- 5 2-hour radio programs on VivaCité (+ Auvio and podcast platforms)
- Sundays at 2pm

## **ONLINE :**

- Declinations via our RS, and articles on our web page

# Counterparts sponsoring 2024

Radio-TV	Number	Total	Period
TV Trailers promo TV shows La Une	6/week (incl. 2 in prime)	30	5 waves Before each TV show Between 26/08 and 29/09
Billboards TV La Une (7 sec max) Sunday afternoon (around 2:00 pm)	2/TV show	10	Sundays 01, 08, 15, 22 and 29/09
Radio trailers promo radio programs VivaCité	15/week	75	5 waves Before each radio show Between 26/08 and 29/09
VivaCité radio billboards (5 sec max) Grandeur Nature broadcast (14h-15h)	4/radio show	20	Sundays 01, 08, 15, 22 and 29/09
Online : • ROS AUVIO (Entertainment context)	50.000 imps/week	250.000 imps	5 weeks From Sunday to Saturday

# Gross Budget

**Total VAT excl. : 70.200,- €**

Distribution by media :

- Television : 28.700,- €
- Radio : 28.000,- €
- Online : 13.500,- €

Deadline for airing on radio/television : 05/08/2024



[www.rmb.be](http://www.rmb.be)

[sales@rmb.be](mailto:sales@rmb.be)

 [@RMB Regie Media Belge](#)

 [@regiemediabelge](#)