

PLUS BELLE LA VIE

Offer 2021

A white silhouette of a city skyline, featuring a prominent spire, is positioned above the main text. The background of the entire image is a dramatic sky with dark, heavy clouds and a bright sun low on the horizon, creating a golden glow. In the bottom left corner, a small, real-world photograph of a city with a church spire is visible.

PLUS BELLE LA VIE



Plus Belle La Vie – Offer 2021



DESCRIPTION

In the Mistral district of Marseille, the life of the inhabitants is made up of encounters, daily joys, but also dramas and investigations.

"Most Beautiful Life" is your daily series on La Deux



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BROADCAST

- On Tipik
- From Monday to Friday, at 13:30
- Repeat broadcast, Monday to Friday, at 13:00 and 16:30
- In catch-up on RTBF AUVIO

SPONSORSHIP OFFERS

- 2 billboards / program

A total of **30 billboards/week**



Plus Belle La Vie - Budget 2021



JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4	W5	W6	W7	W8		W9	W10	W11	W12	
	1.700	1.700	1.700	1.700	1.800	1.800	1.800	1.800		2.500	2.500	2.500	2.500	
APRIL					MAY					JUNE				
W13	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	
2.500	2.500	2.500	2.500	2.500		2.500	2.500	2.500	2.500	1.900	1.900	1.900	1.900	
JULY					AUGUST					SEPTEMBER				
W26	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
1.100	1.100	1.100	1.100	1.100		1.100	1.100	1.100	1.600	2.500	2.500	2.500	2.500	2.600
OCTOBER					NOVEMBER					DECEMBER				
	W40	W41	W42	W43	W44	W45	W46	W47		W48	W49	W50	W51	W52
	2.600	2.600	2.600	2.600	2.600	2.600	2.600	2.600		2.400	2.400	2.400	1.600	1.600

"This offer covering a very long diffusion period is likely to have to be adjusted when an ad-hoc offer and purchase order are drawn up, or even during the purchased period). TV schedules are subject to numerous modifications for info/sport or counter-programming reasons. These data are not available at the time of preparing this basic offer. »

Estimates for Plus Belle La Vie 2021 offer (1 week)



Target	GRP	Coverage	OTS
PRP 18-54	14	6,9%	2
Women 18-54	15	7,5%	2
Women 25+	32	13,4%	2,4
18-54	11	4,8%	2,3
12-34	9	3,2%	2,7



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