

GUIHOME VOUS DÉTEND

Offer 2019



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EST UN VRAI TOURISTE !

UNE VIDÉO CHAQUE SEMAINE



en partenariat avec **rtbf**.be

Guihome vous détend – Offer 2019

DESCRIPTION

Revealed to the general public through his web capsules in which he confided on everyday or more universal subjects, the young videographer now wishes to shake up his habits. In a few days, GuiHome will offer its subscribers to find it every Sunday on its Youtube channel in new video formats.

RTBF is the main partner in its new project


It is with the RTBF that the young Belgian youtubeur decided to live his new adventure. In order for everyone to enjoy the content, Auvio, RTBF's web platform, will broadcast GuiHome's videos exclusively every Friday morning. The most impatient or on the contrary, the latecomers will be able to easily (re)find all his videos.

BROADCAST

- ❑ On Auvio Friday
- ❑ On La Une Saturday, 20:10 pm
- ❑ On Facebook and Instagram on the following Sunday



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Counterparts	Number	Period
<u>Billboards</u> <ul style="list-style-type: none">• 1 Billboard max 7 sec before the show	1/week	From october to december
<u>Preroll auvio</u>	20.000 imps/week	
<u>Post Facebook + PP</u>	50.000 imps/week	
<u>Post Instagram + PP</u>	50.000 imps/week	

Guihome vous détend– Budget 2019

OCTOBER					NOVEMBER				DECEMBER			
w40	w41	W42	w43	w44	w45	w46	w47	w48	w49	w50	w51	w52
			8.640	8.540	8.540	8.540	8.540	8.540	8.440	8.440	8.440	8.440

« This offer covering a very long period of diffusion may need to be adjusted at the time of the establishment of an ad-hoc offer and the purchase order or even during the purchased period. The TV grids are indeed subject to many modifications for event info/Sport or counter-programming reasons. These data are not available at the time of the establishment of this basic offer. »

Version 1 of October 24, 2019. Offer subject to change.

GUIHOME



sales@rmb.be
www.rmb.be



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