

RTÉ ONE



Christmas Day TV

TV plays a central role on Christmas Day in homes across the country, whether it's tuning into the festive soap specials with a box of chocolates or curling up on the couch to watch a movie after dinner.

On Christmas Day last year, peak time viewing on RTÉ TV averaged at 490,500 Individuals, a share of 43% of Adults 15-34 and 43% of HKwK.*

RTÉ One will have short commercial breaks between all peak programmes on Christmas Day. These breaks will have no more than two adverts per break and are open to all advertisers. The perfect opportunity for your brand or client to get in front of a large, highly-sought after audience at this busy time of year when their attention is completely undivided.

THE OFFERS

€8,000 for 1 x 30" spot

There will be a maximum of two adverts per break so this cost includes PIB (position in break)

Break selectivity +20%

Priority will be given to longer lengths, up to and including November 13th. After this date all lengths will be accepted.

This will be closed for bookings on 28th November 2024.

Price based on 30 sec copy – regular conversions apply

Programmes are likely to include – Movie Premiere, Fair City, Mrs Browns Boys & News

Limited to approximately 4 breaks.

No deal discount will apply

* Source: TAM Ireland / Nielsen, Based on National, Individuals 4+ & HKwK, Consolidated, 25th Dec 2023, 18:00 - 23:29

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