



FIRST DATES

IRELAND 2025

RTÉ Player is kicking off 2025 with one of Ireland’s most beloved shows, **First Dates Ireland**, promising not only a captivating season for viewers but also exciting advertising opportunities for brands looking to connect with diverse and engaged audiences.

First Dates Ireland

LOVE, LAUGHTER AND GENUINE CONNECTIONS

The new season of First Dates Ireland brings fresh faces, heartwarming stories, and moments of hilarity as singles from all walks of life share their quest for love. Known for its authenticity, this show consistently sparks conversation and taps into the universal human experience. With a loyal following, it offers brands a golden opportunity to align with themes of connection, self-expression, and celebration. On RTÉ Player, the show’s extended reach ensures your brand will be part of every shareable moment, reaction, and binge-worthy episode.

First Dates Ireland +14% YOY across the year, 2023 versus 2024.

Details:

- **First Dates Ireland Packages**

DIRECT IO

SPEND	CPM	IMPRESSIONS
€3,000	€39	76,923
€5,000	€37	135,135
€7,000	€35	200,000

PROGRAMMATIC

SPEND	CPM PROG	IMPRESSIONS
€3,000	€33.15	90,498
€5,000	€31.45	158,983
€7,000	€29.75	235,294

- Offer includes **live & on-demand**
- Bookings can be made through **direct IO & programmatic** (Bookings must state the offer at time of booking e.g Home of the Year Player Package)
- **Running across all past seasons** unless otherwise stated to run new season only
- Min. spend **€3,000**
- Copy & tags must be supplied **2 working day in advance** of start date