

KEYS TO MY LIFE

SPONSORSHIP OPPORTUNITY

Keys to My Life returns for its 5th Series on RTÉ One.

The captivating series follows well-known Irish personalities as they revisit the places that shaped their lives. From childhood homes, to

first apartments, each episode is an emotional journey through the past. Hosted by Brendan Courtney, this unique programme uncovers untold stories, life-changing moments, and the personal history behind cherished places.

Sponsorship Delivery

Average Audience 000's	
All Adults	275,600
HSKPRS	169,200
Sponsorship Reach & Frequency	
All Adults	+1:42.2% / +4:27.7%
HSKPRS	+1:48.9% / +4:35.4%
Sponsorship Cume TVR's	
All Adults	486.9
HSKPRS	659.87
RTÉ Player	
Total Streams	149,158

Sponsorship Package

Sponsorship Timeline	
Date	TX Autumn 2025
On-screen stings	96 x Sponsorship Stings (including series RTÉ One+1 & Series Rpt)
RTÉ Player	Stings featured on live and on demand
Promos	Logo displayed on all TV Promos
Cost	€75,000