



# RTÉ LATE LATE TOY SHOW

## WOULD IT EVEN BE CHRISTMAS WITHOUT IT?

Adored in Ireland, and now enjoyed by a global audience, The Late Late Toy Show is truly one-of-a-kind. Having started out as a special segment in 1974, it's gained incredible momentum over the years and is now the most-watched programme in the country. More of a special occasion than a TV show, it marks the beginning of the festive season in Irish households with families tuning in together to enjoy its heart-warming blend of nostalgia, celebrity guests, musical numbers and of course, toys aplenty! While Ryan will be back at the helm in November, it's the children who are the real stars of the show.

*Last year's show had an average audience of over **1,727,000 million\***, a share of 80% of Individuals, 88% of HKWC and 91% of Children.*

*RTÉ is now accepting individual spot bookings for the **Late Late Toy Show**. Digital packages, print opportunities and Audience Giveaway also available for the Toy Show*

<b>TV</b>	
Individual Spot Cost - 30 sec	<b>€40,000</b>
<b>DIGITAL</b>	
• Digital Package, International Streams (2 available) RTÉ Player International Streams: 27,500	<b>€1,650</b>
<b>PRINT</b>	<b>€2,750</b>
• Full page in RTÉ Guide Toy Show issue plus 150,000 MPU's on RTÉ.ie	
<b>AUDIENCE GIVEAWAY</b>	<b>€10,000</b>
• All prizes subject to editorial approval	
• Once the prize is approved, the prize sponsor must provide 250 prizes at a value of €150 each (in addition to the media fee)	
• The on-air script for the giveaway is approx 25-30 seconds duration, and will be subject to RTÉ approval and changes	
• The mechanic of the giveaway (Prop/Images/Footage) are also subject to RTÉ approval. The positioning of the giveaway is subject to editorial discretion	
<b>T&amp;CS</b>	
• TV costs are based on 30 second copy	
• RTÉ Player costs based on 0 - 30 seconds	
• PIB +25% (limited availability)	
• Break selection +10%	
• Once bookings have been confirmed they are non - cancellable and non - transferrable	

*To discuss spot buys and audience giveaway, please contact:*

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