

### Friday December 5th

Christmas begins here! On December 5th, 2025, Patrick Kielty returns to host the nation's favourite festive celebration – **The Late Late Toy Show.** 

Year after year, the Toy Show stands as Ireland's mostwatched TV event, unmatched in its reach, engagement, and the deep emotional bond it creates with audiences and this year is set to be his best yet!

Kielty wowed audiences yet again last year, with The Late Late Toy Show's unforgettable Home Alone theme, captivated 1.7 million viewers over the weekend. Online, #LateLateToyShow lit up social media, generating 26.2 million video views and 2.2 million interactions.

On YouTube, 2024 highlights from the Toy Show drew over half a million views, while the Toy Show Appeal raised an **over €5 million** in support of children's charities across Ireland.



## RTÉ ONE PLAYER



Individuals	76% Share
HKWK	88% Share
Children	94% Share
RTÉ	A record breaking 683,000 streams from 100 countries.

Linear TV Source: TAM Ireland/Nielsen, based on National, Individuals 4+. RTÉ1, Average 000's and Share, Consolidated. RTÉ Player Source: Piano Analytics.

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# RTÉ TOM SHICOW

Friday December 5th

#### BREAK ONE PACKAGES (2 AVAILABLE)

**PACKAGE ONE** 

€95,000

TV

Spot in Late Late Toy Show

Break 1, positioned FIB

Spot in Repeat

Break 1, positioned FIB

**DIGITAL** 

RTÉ Player

250,000 impressions, positioned FIB

**PACKAGE TWO** 

€80,000

TV

Spot in Late Late Toy Show

Break 1, positioned LIB

Spot in Repeat

Break 1, positioned LIB

DIGITAL

RTÉ Player

250,000 impressions, no PIB

BREAK TWO PACKAGES (2 AVAILABLE)

€80,000

TV

Spot in Late Late Toy Show

Break 2, positioned FIB or LIB

Spot in Repeat

Break 2, positioned FIB or LIB

**DIGITAL** 

RTÉ Player

250,000 impressions, no PIB

BREAK THREE & FOUR PACKAGES (2 AVAILABLE)

€72,000

TV

Spot in Late Late Toy Show

Break 3 or 4, positioned FIB or LIB

Spot in Repeat

Break 3 or 4, positioned FIB or LIB

**DIGITAL** 

RTÉ Player

200,000 impressions, no PIB

IN BREAK PACKAGE (1 AVAILABLE)

€70,000

TV

Spot: in break to Late Late Toy Show

In break, positioned LIB

Spot: in break to repeat

In break, positioned LIB

DIGITAL

RTÉ Player

200,000 impressions, no PIB

#### **AUDIENCE GIVEAWAY**

€15,000

All prizes subject to editorial approval.

Once prize is approved, the prize sponsor must provide 240 prizes at a value of €150 each (in addition to the media fee).

The on-air script for the giveaway is approx 25 seconds duration, and will be subject to RTÉ approval and changes.

The mechanic of the giveaway (Prop/Images) are also subject to RTÉ approval. The positioning of the giveaway is subject to editorial discretion and cannot be guaranteed.

#### **TERMS & CONDITIONS**

- TV costs are based on 30 second copy.
  RTÉ Player costs based on 0-30 second copy.
- RTÉ Player: Direct IO bookings only, with ads to be served by RTÉ.
- Banking advertisers cannot avail of these packages, due to the FIB/LIB positioning element in the offer, which clashes with the current programme sponsor.
- If advertisers wish to ensure their AV packages, a Caria booking must be received by RTÉ by 12.30pm on Friday 19th September.
- In the event of over subscription, RTÉ will confirm whether applicants have been successful in securing airtime by Tuesday 23rd September.
- Priority for remaining packages will be offered to non- successful Break One Package applicants based on the allocation criteria.
- Allocation Criteria will include overall GED commitment and YOY expenditures, etc.
- Individual spot bookings will not be taken until package allocation has been finalised.
- Please note that once bookings have been confirmed by RTÉ they are non-cancellable and non-transferable.