



RTÉ Media Sales

**Sponsorship Opportunity  
Liveline with Joe Duffy**

RTÉ  
RADIO 1

# LIVELINE WITH JOE DUFFY

WEEKDAYS 1.45pm-3.00pm

When the nation has something to say, they talk to Joe! In the capable hands of Joe Duffy, the Liveline team and its **381,000\*** listeners continue to shape the news headlines, uncovering controversies and exposing scandals.

**Broadcasting on RTÉ Radio 1 every weekday from 1.45pm to 3.00pm, Liveline remains the second most listened to national radio show in Ireland after Morning Ireland.**

Joe regularly hits the road broadcasting his hugely popular Funny Friday show live from locations all over the country. Liveline's legendary Funny Fridays have now become a welcome antidote to the trials of modern living.

On the last Friday of every month Joe is joined by some of Ireland's finest musical comedians to put our politicians and public personalities under the spotlight to truly uproarious effect. Liveline also broadcasts every September from the Ploughing Championships and Christmas just wouldn't be Christmas without the annual Liveline broadcast live from Grafton Street

\*Source: IPSOS/MRBI JNLR Report 2018/1



Ploughing 2018



Funny Friday



Christmas Eve Live from Grafton Street

# THE SPONSORSHIP PACKAGE DETAILS

## RADIO ELEMENTS



### RADIO

**Monday – Friday:** 6 x sponsor credited stings per day / 30 per week (maximum 10” in length)

**Podcast Sponsorship:** 1 x sponsor credited sting at the beginning of every Liveline podcast for duration of sponsorship term - [listen here](#)

**Cross Station Promos:** 5 x sponsor credited promos per week. Please see next slide for details.

**Sponsor Sampling:** The show sponsor will have the opportunity to sample at all Funny Friday Outside Broadcasts (minimum 7 per year)

**Homepage Sponsorship:** 12-month sponsor presence on Liveline homepage - [click here](#)

# LIVELINE WITH JOE DUFFY

SPONSOR CREDITED PROMOS

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING IRELAND	<b>439,000 Listeners</b>						
TODAY WITH SEAN O'ROURKE		<b>320,000 Listeners</b>					
NEWS AT ONE			<b>343,000 Listeners</b>				
MARIAN FINUCANE						<b>364,000 Listeners</b>	<b>312,000 Listeners</b>

The sponsor credited Liveline promo will feature weekly in the schedule above

# THE SPONSORSHIP PACKAGE

SPONSORSHIP FEE



[Click here to see Liveline Promo](#)




3 MONTHS  
**€65,000**

6 MONTHS  
**€115,000**

12 MONTHS  
**€210,000**

Previous Sponsors: Hidden Hearing | SKODA | Lloyds Pharmacy | Lyon's Tea | Nissan | Specsavers

# FOR MORE INFORMATION, PLEASE CONTACT:

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**Capture the Nation**