



RTÉ’s popular farming and rural affairs programme, Ear to the Ground, is back for its groundbreaking 33rd season this October on RTÉ One.

The new season will continue to explore the issues, challenges and opportunities facing Irish farmers and rural dwellers.



NEW SPONSORSHIP OPPORTUNITY

2024/2025 Season Delivery

Average Audience 000s:

All adults **334,300 (35.10%)**

Housekeepers **204,300 (35.21%)**

Sponsorship R&F:

All adults **(+1) 43.5% (+4) 34%**

Housekeepers **(+1) 52.1% (+4) 42%**

Sponsorship Cume TVRs:

All adults **676.37**

Housekeepers **912.95**

RTÉ Player:

Total streams **186,064**

Sponsorship Package

Dates: 13th October

Slot: RTÉ One Monday 19:00 – 19:30

Episodes: 16 x half hour episodes

- 8 episodes transmit in 2025
- 8 episodes transmit from early 2026

Stings: 2 x 10”, 2 x 7” per episode
(128 in total including repeats)

RTÉ Player: Live and On Demand

Promos: Sponsor logo included on all promos across TV and Social Media.

Package Cost: **€120,000**

Category restrictions apply.

