

# RTE 2025

# Introduction

VIDEO

DIGITAL

AUDIO

PRINT

**2024 has been an incredible year for us in RTÉ. We have delivered brilliant content to Irish audiences across the RTÉ platforms that advertisers have been able to take full advantage of.**

**This year's Summer of Sport was like no other. The Olympics provided moments of joy to the Irish public and RTÉ was there to bring that to the people of Ireland, and connect that audience with advertisers across Video, Audio and Digital.**

As we build on 2024 and look forward to 2025 and beyond, RTÉ is continuing to invest in its content and technology. We are excited to bring new programming such as Traitors Ireland to audiences and clients. In 2025 we will launch sign in on our products and deliver a new Audio and News App to the market. These developments will ensure that we are able to deliver better advertising solutions across a spectrum of platforms.

The team and I are excited to bring these solutions to market. We are very focused on working with our clients to deliver on audiences through innovation, creativity and standout work. I look forward to working with you in 2025.



Gavin Deans  
Commercial Director

**RTÉ**

# Our Platforms

Video  
Audio  
Digital  
Print



## Video

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RTÉ One

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RTÉ2

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RTÉ Player



## Audio

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RTÉ Radio 1

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RTÉ 2FM

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RTÉ lyric fm

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RTÉ Raidió na Gaeltachta



## Digital

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RTÉ.ie

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RTÉ News App

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RTÉ Radio Player App



## Print

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RTÉ Guide

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Christmas RTÉ Guide

# Key Figures



## Video

**67%** of **Adults 15+** are reached on an average week on RTÉ TV.

**674K** of **Adults 25-44** are reached by RTÉ TV on a weekly basis.

A **peak of 1.4M** watched Kellie Harrington make Irish Olympic history on RTÉ2 in 2024.

Source:  
TAM/Nielson Jan-Sept 2024



## Audio

RTÉ Radio **reaches over 2M** Adults 15+ or 47% of the Adults 15+ population every week.

RTÉ broadcasts **17 of the top 20** radio programmes in Ireland.

RTÉ Radio 1 remains the only radio service with a **weekly reach of over 1M**.

Source:  
JNLR/IPSOS 2024-3



## Digital

**9/10** **Adults** are reached per week across any RTÉ platform.\*

An average of 99M page views per month are delivered across RTÉ.ie.\*\*

Streams on RTÉ Player are up over 50% YoY.\*\*

Sources:

\*Red C

\*\*Red C/RTÉ Data, Jan-Oct 2024.  
Ireland only.



## Print

**256K** weekly readers of the RTÉ Guide, Ireland's top-selling magazine.\*

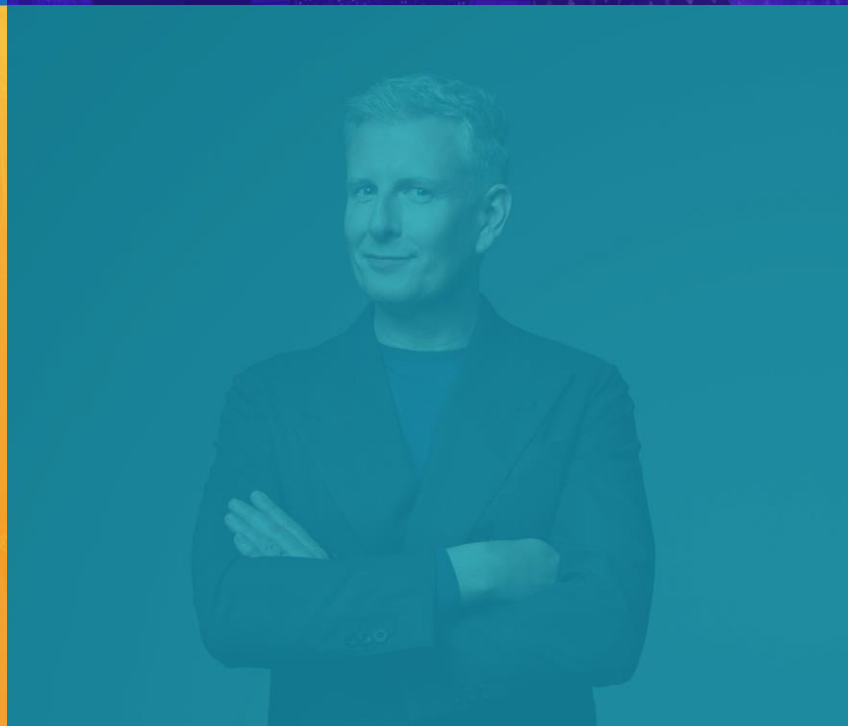
RTÉ Guide readers spend 2.6 hours per week on average reading magazines.\*

The bumper RTÉ Christmas Guide reaches 1.4M Irish adults over the Christmas period, making it the biggest print offering on the market.\*

Source: TGI 2023r2

RTÉ

Video



**RTÉ's Video offering spans every genre from sport to entertainment, documentary to drama and comedy. We curate an unparalleled range of services where your clients can engage with our audiences - from RTÉ One, RTÉ Jr and RTÉ2 to RTÉ.ie and RTÉ Player.**

The creative teams behind RTÉ Video have delivered strong audience performance across our services in 2024 - featuring an exceptional summer of sport, our high-quality scripted slate, market-leading entertainment brands and events, distinctive shows for kids and young people, and an unmatched breadth of landmark factual programming in both English and Irish. The slate for 2025 looks to build on that success, with the exciting addition of Traitors Ireland to our range of breakout family entertainment shows.



Steve Carson  
Director of Video

# TV Fixed Prices

January–December 2025

VIDEO

DIGITAL

AUDIO

PRINT

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Sept Cable, Satellite & Telcos Price	Oct	Oct Cable, Satellite & Telcos Price	Nov	Nov Supermarket, Cable, Satellite & Telcos Price	Dec	Dec Supermarket, Cable, Satellite & Telcos Price
Adults 15+	€8.68	€9.14	€8.57	€9.95	€11.83	€11.92	€8.56	€7.89	€15.05	€17.30	€15.32	€17.61	€16.20	€18.62	€12.25	€14.09
Adults 15-34	€95.73	€105.17	€103.60	€120.21	€134.05	€139.11	€95.37	€100.64	€180.14	€207.16	€184.96	€212.71	€158.74	€182.55	€134.24	€154.38
Adults 25-44	€57.37	€61.00	€64.24	€72.46	€82.69	€88.21	€57.73	€59.18	€101.18	€116.36	€113.03	€129.98	€109.95	€126.44	€84.16	€96.78
Adults ABC1	€26.00	€27.51	€27.62	€31.94	€35.93	€37.57	€25.22	€24.11	€42.29	€48.63	€44.99	€51.74	€46.35	€53.30	€34.24	€39.39
Men 15+	€24.27	€24.54	€21.62	€24.45	€29.54	€27.70	€19.04	€17.84	€40.92	€47.06	€39.73	€45.69	€49.41	€56.82	€27.85	€32.04
Men 15-34	€211.31	€219.64	€219.35	€247.59	€266.06	€272.72	€203.89	€236.69	€350.35	€402.90	€417.13	€479.69	€336.32	€386.76	€272.16	€312.99
Women 15+	€13.52	€14.59	€14.19	€16.80	€19.75	€20.93	€15.56	€14.14	€23.82	€27.39	€24.94	€28.69	€24.10	€27.72	€21.86	€25.15
Women 25-44	€103.45	€117.37	€119.57	€137.38	€164.90	€185.67	€118.12	€106.44	€184.49	€212.17	€198.59	€228.38	€191.42	€220.13	€171.22	€196.90
Women ABC1	€43.98	€46.03	€45.79	€54.99	€63.97	€69.18	€47.67	€43.99	€72.39	€83.26	€77.09	€88.66	€76.97	€88.51	€66.58	€76.56
Housekeepers	€12.46	€13.64	€13.43	€15.94	€17.94	€18.78	€13.94	€12.94	€21.77	€25.03	€22.72	€26.13	€22.68	€26.09	€19.49	€22.42
GSWK	€58.54	€63.45	€65.58	€73.41	€87.64	€93.39	€62.46	€57.77	€102.18	€117.50	€111.34	€128.05	€112.60	€129.50	€91.13	€104.81
HK with Kids	€98.86	€102.41	€114.03	€138.25	€149.56	€161.35	€106.62	€98.27	€179.19	€206.07	€187.83	€216.00	€207.85	€239.03	€152.84	€175.77
Children 4-14	€30.48	€36.62	€41.06	€51.15	€53.47	€57.68	€35.53	€35.48	€71.63	€0.00	€81.40	€0.00	€81.88	€0.00	€45.66	€0.00
M1834	€254.02	€247.42	€238.24	€277.26	€297.60	€292.48	€224.52	€262.94	€398.57	€0.00	€423.02	€0.00	€467.40	€0.00	€320.19	€0.00
A1834	€111.69	€120.97	€117.86	€138.62	€150.94	€154.92	€108.45	€113.24	€203.09	€0.00	€198.37	€0.00	€190.64	€0.00	€156.76	€0.00

1. Kids prices are for airtime bought in children's programming.
2. Split Pricing will be at an index of 1.15 from the 1st-24th Dec and 0.8 from the 26th-31st Dec and will not apply where category pricing is in place. CPT's for December split pricing will be published in advance of AB Deadlines.
3. TV Prices are based on the relevant universes in operation at the time of publishing. Any changes to the universes will result in price changes.
4. Limited availability for Women 25-44 and GSWK.
5. A1834 and M1834 available for zero alcohol brands only.



# Alcohol Fixed Prices

Effective from January 10th 2025

VIDEO

DIGITAL

AUDIO

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Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Adults	€10.85	€11.43	€10.71	€12.44	€14.79	€14.90	€10.70	€9.86	€18.81	€19.14	€20.24	€15.31
Adults 25-44	€71.71	€76.25	€80.29	€90.58	€103.37	€110.26	€72.16	€73.97	€126.48	€141.29	€137.44	€105.21
Adults ABC1	€32.50	€34.39	€34.52	€39.93	€44.91	€46.96	€31.52	€30.14	€52.86	€56.24	€57.94	€42.80
Men	€30.34	€30.67	€27.02	€30.56	€36.93	€34.62	€23.80	€22.29	€51.15	€49.66	€61.76	€34.82
Adults 18-34	€139.62	€151.22	€147.33	€173.27	€188.67	€193.66	€135.56	€141.55	€253.86	€247.96	€238.30	€195.95
Men 18-34	€317.52	€309.27	€297.80	€346.58	€372.00	€365.60	€280.65	€328.68	€498.22	€528.78	€584.25	€400.24
GSWK	N/A	N/A	€85.26	€95.43	€113.93	€121.41						
HK with Kids	N/A	N/A	€148.24	€179.73	€194.43	€209.75						

1. Split Pricing will be at an index of 1.15 from the 1st-24th Dec and 0.8 from the 26th-31st Dec and will not apply where category pricing is in place. CPT's for December split pricing will be published in advance of AB Deadlines.
2. TV Prices are based on the relevant universes in operation at the time of publishing. Any changes to the universes will result in price changes.
3. HK with Kids & GSWK available to Supermarket brands only



# TV Daytime Fixed Prices

VIDEO

DIGITAL

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PRINT

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Ads</b>	€4.70	€4.95	€4.70	€5.40	€6.40	€6.50	€4.40	€4.10	€9.00	€9.10	€9.60	€7.30
<b>HKWC</b>	€45.00	€47.00	€52.00	€63.00	€69.00	€74.00	€46.50	€43.50	€87.00	€92.00	€101.00	€75.00
<b>AD55+</b>	€5.10	€5.20	€5.50	€5.90	€6.90	€7.50	€5.30	€5.40	€9.40	€9.30	€9.00	€8.10



Airtime will be slotted between 06:00 -17.59 across RTÉ One & RTÉ2 and at RTÉ's discretion.

Revenue spent against this offer will contribute towards GED as per Trading Policy.

This offer is subject to availability and can be withdrawn at very short notice.

Split Pricing will be at an index of 1.15 from the 1st-24th Dec and 0.8 from the 26th-31st Dec.

# Today Show RTÉ One

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Content Category	Media Fee	Segment Length per programme
Beauty	€3,000 NET	8-10 mins
Medical (studio)	€3,000 NET	8-10 mins
Fashion	€3,000 NET	8-10 mins
Travel (studio)	€3,000 NET	8-10 mins
Gifting	€3,000 NET	8-10 mins
Cookery	€3,000 NET	8-10 mins
Outside Broadcast	€15,000 NET	5 hits (live on location)

## Rates on application:

Kitchen Sponsorship

Friday Make-over

Travel Trip

Bespoke Creative

## Contact:

Maria Landon

PPS Executive

[maria.landon@rte.ie](mailto:maria.landon@rte.ie)



RTÉ Commercial T&C's apply.

Full Product Placement Policies can be found on our website at [mediasales.rte.ie/planning/tcs-policies](https://mediasales.rte.ie/planning/tcs-policies)

Please note these rates are valid up to 31st December 2025 after which they may be subject to review..

RTÉ

## AB

- AB agreed pricing and quality parameters are only applicable to campaigns received by published AB deadlines.
- AB published prices are revised with TAM Establishment survey universe changes.
- AB published prices may be subject to review and republished if market demands.
- RTÉ will deliver discounts against AB published pricing across relevant deal period.

## DELIVERY

- Under and overdeliveries will be reconciled and agreed as value which will carry forward into next deal period.
- Overdeliveries in any deal period could result in clawback in next or future deal periods.

## SEASONAL PRICING

- Published Alcohol pricing will not be additional to Seasonal Category pricing.
- Published Seasonal prices are revised with TAM Establishment survey universe changes.

## QUALITY INDICES

- Loadings for PIB, Centre's, Selectivity are additional to the published rate or agreed deal pricing.
- Indices are applied independently to the base rate and not cumulatively, for example:
  - PIB (1.3) and CB (1.1) a total index of 1.4 will be applied - Base price €50 x 1.4 = €70.
  - Or, €50 x 1.3 = €65 (€15 additional charge), €50 x 1.1 = €55 (€5 additional charge) - total additional charge = €20, total cost €70.
- Position in Break: first / last - Index of 1.3.
- Position in Break: second and penultimate - Index of 1.15.
- Centre Break - Index of 1.1.
- Break selectivity: Index of 1.2.

## PEAK INDICES

- 18.00-23.29 - Index 1.3.
- 21.00-23.29 - Index 1.45

## QUALITY DELIVERY

- All deal quality guarantees to be delivered on an annualised basis.

## SPECIALS

- 100% cancellation charge applies to Specials.
- Specials are published and deal discounts do not apply unless otherwise stated.

## CANCELLATION CHARGES

TV Time Frame	Cancellation Charges
Up to 1 week after AB discount deadline	10%
Up to 2 weeks after AB discount deadline	20%
Up to 3 weeks after AB discount deadline	40%
Up to 4 weeks after AB discount deadline	50%
4 weeks+ after AB discount deadline	100%

Please refer to Slide 39 for format specifications and copy requirements

All policies can be found on our website at [mediasales.rte.ie/planning/tcs-policies](https://mediasales.rte.ie/planning/tcs-policies)

## CANCELLATION, DEFERMENT & AMENDMENT POLICY

### DEFERMENTS

- Deferments from month to month within the deal period may be treated as cancellations and must be discussed with RTÉ prior to movement.
- If a deferment is deemed a cancellation, the below policy will apply.

### CANCELLATION SPOT BUYS / SPECIALS

- Cancellations of individual spot buy must be discussed with the Implementation team. Spot buys may be subject to 100% cancellation charge.
- Cancellation of specials will be subject to 100% cancellation charge.

### AMENDMENTS

- Any change in campaign details including short-term buying strategy changes, late/ additional monies, commercial length, audience or date changes, must be put in writing. Such changes may incur cost penalties should RTÉ deem that market conditions dictate.
- Budget increases will be treated as late approvals and late booking penalties will apply. Budget decreases will be treated as cancellations, should they occur after written confirmation of details.

### PAYMENT TERMS & VAT

- All Invoices must be paid within 30 days.
- All rates/costs are exclusive of VAT.
- New advertisers without a credit history with RTÉ must pre-pay 2 weeks in advance of transmission date.

# RTÉ

# RTÉ Player

DAVY'S  
TOUGHEST TEAM

THE DRY

THE  
TOMMY  
TIERNAN

AN RTÉ PLAYER ORIGINAL  
RELOVE  
MY SPACE

HAPPY VALLEY

NEW MONEY

RTÉ PLAYER ORIGINAL  
DARREN & JOE'S

**RTÉ Player looks set to hit 130M streams by the end of 2024 and streaming hours have increased by 23% YoY. Our audiences love a range of content, from soaps (20M streams)\* to original Irish dramas and live sport. RTÉ's Summer of Sport alone generated 20M streams.**

**2024 saw the strongest performance ever for box sets, with 28M streams for Irish and international scripted titles\*. Audience favourites included *Yellowstone* (nearly 4M streams), *The Dry* and *KIN*, along with Irish classics like *Love/Hate* and *The Young Offenders*. *First Dates Ireland* continues to be a favourite with nearly 750K streams.**

\*Jan-October 2024

VIDEO

DIGITAL

AUDIO

PRINT

For 2025, we are building further on this growth with an ambitious roadmap to make RTÉ Player available on even more platforms and improving the experience with features such as Live Restart.

Further improvements around content discovery and user experience will also be a focus for us in 2025.

We have so much great content, with 5K hours of on-demand catalogue across a breadth of genres featuring 100s of premium drama boxsets and documentary series, to exclusive live sport and entertainment. We want to make it as easy as possible for our audience to find and stream them.



Aoife Byrne  
Head of RTÉ Player

**RTÉ**

# RTÉ Player Pricing

VIDEO

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AUDIO

PRINT

VOD 30 sec	Jan–Aug	Sept–Oct	Nov–Dec
ROSRTÉ Player	€83	€135	€145
Time of Day	30%		
First in Break	30%		
Geo Targeting	25%		
Platform Targeting (ex. CTV)	15%		
CTV Targeting	25%		
Interest Based Targeting (see next page)	10%		
Programme Targeting	10%		
Frequency Capping (per device)	10%		



# Interest Based Targeting

VIDEO

DIGITAL

AUDIO

PRINT

<b>TOP 20 PLAYER PROGRAMMING</b>	<b>FASHION &amp; BEAUTY</b>	<b>JOBES &amp; EMPLOYMENT</b>	<b>SHOPPING</b>
<b>AGRICULTURE &amp; FARMING</b>	<b>FOODIES</b>	<b>LIFESTYLE</b>	<b>SOAP LOVERS</b>
<b>BEER &amp; CIDER DRINKERS</b>	<b>GAA FOOTBALL</b>	<b>LIVING &amp; HOMES</b>	<b>SOCCER</b>
<b>BUSINESS &amp; FINANCE</b>	<b>GAEILGEOIRS &amp; IRISH SPEAKERS</b>	<b>MOTORS</b>	<b>SPORTS ENTHUSIAST</b>
<b>CHRISTMAS ENTHUSIASTS</b>	<b>HEALTH &amp; FITNESS</b>	<b>MOVIE FANS</b>	<b>SUSTAINABILITY</b>
<b>COOKING ENTHUSIASTS</b>	<b>HOME, GARDEN &amp; DIY ENTHUSIASTS</b>	<b>MUSIC LOVERS</b>	<b>TECHNOLOGY</b>
<b>CULTURE</b>	<b>HOMEBUYERS / MORTGAGE SEEKERS</b>	<b>NEWS WATCHERS</b>	<b>TRAVEL ENTHUSIASTS</b>
<b>ENTERTAINMENT &amp; CELEBRITY NEWS</b>	<b>HORSE RACING</b>	<b>RUGBY ENTHUSIASTS</b>	<b>TV DRAMA FANS</b>



## LENGTHS

- Minimum campaign length may apply depending on number targeting requests and availability at that time.
- Different timelength conversions may be applicable and published for market specials.

## PROGRAMMATIC GUARANTEED

- Programmatic guaranteed streams approved cannot be reduced without incurring a cancellation charge.
- No first look/ header bidding permitted.
- All Programmatic requests must be matched and an impression returned to RTÉ.
- In month programmatic streams approved are subject to availability and price loadings may apply.

## PMP (PRIVATE MARKETPLACE)

- PMP is available subject to availability once PG approvals have been delivered, delivery is not guaranteed by RTÉ.

## DIRECT IO

- In month approvals are subject to availability and price loadings may apply.

## OFFERS & OPPORTUNITIES

- All offers and opportunities are subject to change and availability at the time of booking.

## RTÉ PLAYER SPECIALS

- Agreed Deal rates or discounts do not apply to RTÉ Player specials.
- Bookings will remain open depending on availability.
- Programmatic bookings will be accommodated for specials but may not be possible for all events. This is subject to change. Please check with an RTE Account Manger in advance of booking.

## RTÉ PLAYER DEAL PRINCIPLES

- Maximisation of viewability and user experience underpins all deal delivery.
- Programmatic VOD – Pre, and mid rolls.
- Direct IO VOD - Pre, and mid rolls.
- All deals are ROS unless agreed otherwise and will incur loadings as published above.

# RTÉ

# Digital



**In 2023, RTÉ.ie saw continued growth in short form video consumption up 21% from 2022 to 31 million streams. 2024 saw massive growth of 11% year on year with unique visitors up 13% and average time spent up a massive 33% to 9 mins 16 sec. We are well on our way to hit over 1 billion page views by the end of the year. 2024 was a bumper year of sport with massive interest in our Olympics coverage from Paris, alongside our popular GAA and Rugby coverage.**

According to the annual Digital News Report Ireland 2024 conducted by the Reuters Institute for the Study of Journalism at the University of Oxford and sponsored by Ireland's media regulator Coimisiún na Meán - online outlets are now the 'main source' of news over more traditional media sectors in Ireland. RTÉ News online came out on top of online usage at 35% weekly usage from those surveyed.

RTÉ.ie continues to cover a wide range of content from Entertainment and Cultural news to Lifestyle and our dedicated Gaeilge section. Highlights during the year included coverage of Cillian Murphy's Oscar win, Bambie Thug's Eurovision entry and Taylor Swift's Dublin gig.

Brainstorm, our academic initiative had a record year, consistently generating over 1M page views a month as we showcase some of the best thinking from our country's academic institutions.



Neil Leyden  
Head of RTÉ.ie

# Digital Display Rates

## RTE.ie & RTÉ News app

VIDEO

DIGITAL

AUDIO

PRINT

Content Section	Display rate CPM MPU / Leaderboard	Display Rate CPM Billboards / Half Page / Large Formats	Takeover/ HPTO per day	TOper week	Native
Run of Site	€20	€40			
Home	€20	€40	€12,500		
News	€20	€40	€12,500		
Sport	€30	€60		€12,500	
Business	€30	€60		€10,000	
Entertainment	€30	€60		€10,000	
Lifestyle	€30	€60		€7,500	
Keyword/Topic	€40	€80			
<b>Native Articles</b>					€4,000
<b>Native Articles with Video</b>					€5,000

Display Targeting Loading	
Time of Day Targeting	10%
Geo Targeting	25%
Single Platform Targeting	15%
Bespoke Audience Targeting	25%

Special Formats including Skins, Native Content and Branded Content Available.  
Price on Enquiry.



# RTÉ Digital Display Policies

VIDEO

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All deals are ROS unless agreed otherwise and will incur loadings.

Black out days for Home Page Takeover (HPTO) are not eligible for 2 for 1 or 3 for 2 offers i.e., Budget week, The Late Late Toy Show, Black Friday, Cyber Monday. Please note this list is not exhaustive.

Home Page Takeover includes the Home Page, News index and App.

Section Takeovers:

- News
- Sport
- Business
- Entertainment
- All of the above include the Index Page plus App.
- Lifestyle and Culture includes Index Page, App plus Article pages.

Please refer to Slide 39 for format specifications and copy requirements

All policies can be found on our website at [mediasales.rte.ie/planning/tcs-policies](https://mediasales.rte.ie/planning/tcs-policies)



RTÉ

Audio



# Audio

VIDEO

DIGITAL

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**RTÉ Audio delivers multi-platform content across a wide variety of genres. More than 2M people tune into our radio stations every week and RTÉ broadcasts 17 of the top 20 radio programmes in Ireland.**

**RTÉ Radio 1 remains the only station with a weekly reach of over 1M listeners while RTÉ 2FM has a weekly reach of 762K. RTÉ lyric fm reaches 314K listeners every week and RTÉ Raidió na Gaeltachta continues to deliver a wide range of programming for the Irish language community.**

2024 has seen RTÉ grow its digital audio output significantly. *The Real Carrie Jade* topped the Irish Spotify podcast chart for 7 weeks earlier in the year. Podcasting is also forming a central part of our general election coverage for the first time with two new podcasts to keep listeners up to speed; *Behind the Ballot* with David McCullagh, Katie Hannon and Fran McNulty, and Barry Lenihan's *Know Your Constituency*.

Amongst our plans for 2025 are an exciting new programme schedule for RTÉ 2fm following on from a very successful expressions of interest process, the onward development of our digital audio output and a new audio app to provide audiences with an optimum listener experience.



Patricia Monahan  
Director of Audio

# Radio Spot Rates

VIDEO

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## RTÉ Radio1 (Weekday)

Monday–Friday	Jan–Aug	Sept-Dec
<b>Pre 07.00</b>	€169	€186
<b>06.58</b>	€509	€559
<b>07.00 - 09.00</b>	€2,655	€2,915
<b>09.00 - 12.00</b>	€1,770	€1,943
<b>12.00 - 12.55</b>	€1,126	€1,237
<b>12.55 - 13.45</b>	€1,770	€1,943
<b>13.45 - 15.00</b>	€1,770	€1,943
<b>15.00 - 16.30</b>	€1,126	€1,237
<b>16.30 - 19.00</b>	€1,126	€1,237
<b>Post 19.00</b>	€134	€147

## RTÉ Radio1 (Weekend)

Saturday & Sunday	Jan–Aug	Sept-Dec
<b>06.00 - 08.00</b>	€169	€186
<b>08.00 - 10.00</b>	€1,126	€1,237
<b>10.00 - 11.00</b>	€1,770	€1,943
<b>11.00 - 13.00</b>	€1,770	€1,943
<b>13.00 - 14.00</b>	€1,126	€1,237
<b>14.00 - 19.00</b>	€424	€465
<b>Post 19.00</b>	€134	€147

January–August Pricing  
applies  
30/12/2024 - 31/08/2025

September–December Pricing  
applies  
01/09/2025 - 28/12/2025





# Radio Spot Rates

VIDEO

DIGITAL

AUDIO

PRINT

## RTÉ 2FM (Weekday)

Monday–Friday	Jan–Aug	Sept-Dec
06.00 – 07.00	€139	€153
07.00 – 09.00	€606	€665
09.00 – 12.00	€606	€665
12.00 – 15.00	€461	€506
15.00 – 18.00	€461	€506
18.00 – 19.00	€300	€330
19.00 – 24.00	€139	€153

## RTÉ 2FM (Weekend)

Saturday & Sunday	Jan–Aug	Sept-Dec
07.00 – 09.00	€139	€153
09.00 – 12.00	€461	€506
12.00 – 15.00	€461	€506
15.00 – 18.00	€300	€330
18.00 – 19.00	€193	€212
19.00 – 24.00	€139	€153

January–August Pricing  
applies  
30/12/2024 - 31/08/2025

September–December Pricing  
applies  
01/09/2025 - 28/12/2025



# Radio Spot Rates

[VIDEO](#)[DIGITAL](#)[AUDIO](#)[PRINT](#)

## RTÉ Raidió Na Gaeltachta\*

	Monday–Sunday	Jan–Dec
<b>National Rate</b>	07.00 - 19.00	€70
<b>Local Rate</b>	07.00 - 19.00	€20

## RTÉ lyric fm

Monday–Sunday	Jan–Aug	Sept–Dec
<b>07.00 – 19.00</b>	€182	€200

### All stations

- Fixed Spot/Programme—20%

## RTÉ Raidió Na Gaeltachta\*

- Irish Language Copy only will be accepted.
- Clash policy at RTÉ’s discretion.
- Advance booking is recommended as availability cannot be guaranteed.
- Eligibility for ‘Local’ rate to be determined by RTÉ.



# Radio CPT & Charity Rates

VIDEO

DIGITAL

AUDIO

PRINT

CPT Rates	Jan-Aug	Sept-Dec
Adults	€4.00	€4.39
A1534	€31.87	€35.00
AD2544	€18.11	€19.88
HWCH	€16.94	€18.60
AABC1	€7.78	€8.54

CPT Campaigns must run for a minimum of three days.

AQH will be updated with JNLR releases.

CPT Prices for radio will not be amended in 2025 to reflect new universes.

Charity Rate 20"	Jan-Dec
RTÉ Radio 1	€220
RTÉ 2FM	€170
RTÉ lyric fm	€90

Maximum length ad is 20".

Maximum of 6 spots per station per week can be purchased.

This rate is only available to registered charities.

January–August Pricing  
applies  
01/01/2025–31/08/2025

August–December Pricing  
applies  
01/09/2025–31/12/2025



# Digital Audio Pricing

VIDEO

DIGITAL

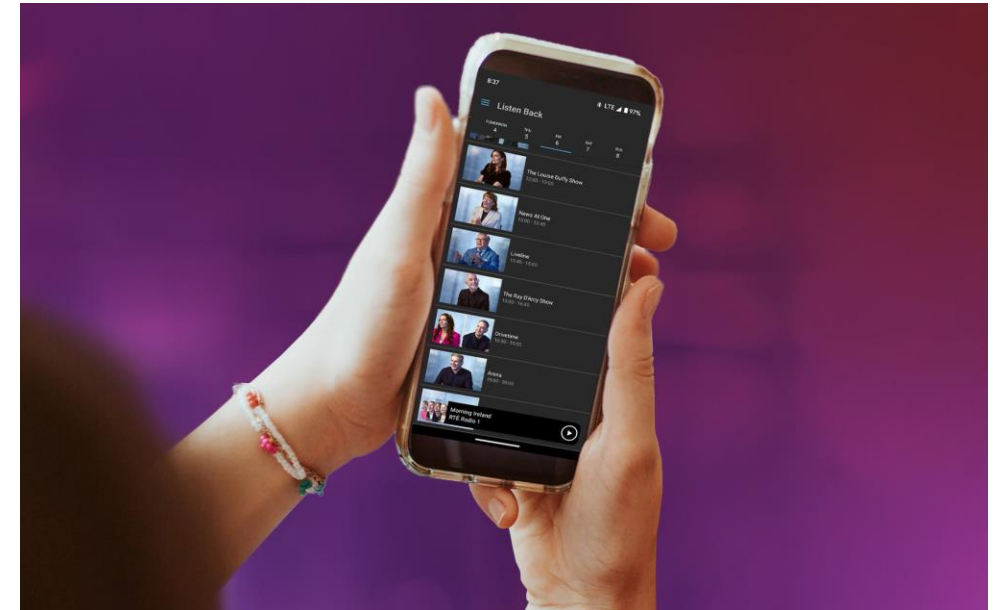
AUDIO

PRINT

<b>Audio pre roll</b>	<b>Jan-Dec</b>
<b>ROS Audio pre rolls</b>	<b>€25</b>

## Targeting Capabilities

<b>Station</b>	<b>15%</b>
<b>Geo Targeting</b>	<b>25%</b>
<b>Time of Day</b>	<b>30%</b>
<b>On Demand</b>	<b>15%</b>
<b>Device</b>	<b>15%</b>
<b>Frequency Capping</b>	<b>10%</b>
<b>Rails (Podcasts / Sport / Clips &amp; Items)</b>	<b>15%</b>
<b>Live</b>	<b>15%</b>



# Radio Promotions

VIDEO

DIGITAL

AUDIO

PRINT

## RTÉ 2FM Promotions

Show	Timing	Mentions	Pre-Recorded Promos	Prize Value Required	Media Fee
2FM Breakfast	Mon–Fri 06.00 – 09.00	3 per show	12 x 30"	€5,000	€7,700
Laura Fox Show	Mon–Fri 09.00 – 12.00	3 per show	12 x 30"	€5,000	€7,150
Tracy Clifford Show	Mon–Fri 12.00 – 15.00	3 per show	12 x 30"	€5,000	€5,500
2FM Drive	Mon–Fri 15.00 – 18.00	3 per show	12 x 30"	€5,000	€7,150
Game On	Mon–Fri 18.00 – 19.00	2 per show	12 x 30"	€2,000	€3,300
Cross Station Promotion	Mon–Fri 06.00 – 18.00	5 per day	30 x 30"	€10,000	€11,000
Weekend Promotion	Sat-Sun 07.00 - 18.00	5 per day	10 x 30"	€3,000	€3,300
Social Media Add-On			N/A	€1,000	€2,200

## Additional Opportunities

Sampling, Video, Event Activation, Social Media.



# Radio Promotions

VIDEO

DIGITAL

AUDIO

PRINT

## RTÉ Radio1 Promotions

Show	Timing	Mentions	Prize Value Required	Media Fee
Rising Time	05.30 - 07.00	3 per show	€1,500	€1,925
Oliver Callan	09.00 - 10.00	3 per show	€7,000	€7,150
The Louise Duffy Show	12.00 - 13.00	3 per show	€4,000	€3,575
The Ray D'Arcy Show	15.00 - 16.30	3 per show	€7,000	€6,050

## RTÉ lyric fm Promotions

Show	Timing	Mentions	Prize Value Required	Media Fee
Marty in The Morning	07.00 - 10.00	3 per show	€1,100	€1,650
Niall Carroll's Classical Daytime	10.00 - 13.00	3 per show	€750	€825
The Full Score with Liz Nolan	13.00 - 16.00	3 per show	€750	€825
Lorcan Murray's Classic Drive	16.00 - 19.00	3 per show	€1,000	€1,320

# RTÉ 2FM Outside Broadcasts

VIDEO

DIGITAL

AUDIO

PRINT

## RTÉ 2FM Promotions

Show	Timing	Live Mentions	Pre-Recorded Promos	Media Fee
2FM Breakfast	Mon-Fri 07.00 - 09.00	4 per hour during the live show	18 X 30"	€6,600
Laura Fox Show	Mon-Fri 09.00 - 12.00	4 per hour during the live show	18 X 30"	€7,700
Tracy Clifford Show	Mon-Fri 12.00 - 15.00	4 per hour during the live show	18 X 30"	€6,600
Drive It on 2FM	Mon-Fri 15.00 - 18.00	4 per hour during the live show	18 X 30"	€7,700
Blathnaid Treacy	Sat-Sun 09.00 - 12.00	4 per hour during the live show	18 X 30"	€6,600
Weekend Lunch	Sat-Sun 12.00 - 15.00	4 per hour during the live show	18 X 30"	€6,600
Weekend Drive	Sat-Sun 15:00 - 18:00	5 per hour during the live show	18 X 30"	€6,600

### Outside Broadcast includes:

4 live mentions per hour of live show.

18 x 30" pre-recorded promos.



# RTÉ Radio Policies

VIDEO

DIGITAL

AUDIO

PRINT

## SEASONAL PRICING

- Jan – Aug and Sep – Dec pricing apply to linear radio.
- Seasonal pricing does not apply to charity rates or RTÉ Raidió na Gaeltachta.

## PACKAGES

- RTÉ Radio 1: minimum 10 spots across 3 time segments.
- RTÉ 2FM: minimum 14 spots across 4 time segments.
- RTÉ lyric fm: no minimum spot amount.
- RTÉ Raidió na Gaeltachta: no minimum spot amount

## CPT BUYS

- Minimum campaign length – 3 days.
- Airtime will be allocated across a minimum of 3 time segments per channel.
- No minimum spend requirement.

## SPOT BUYS

- Spot buys will take precedence over CPT & package bookings.
- All spot buys are rate card.

## TARGETING INDICES

- Position in Break: 1.3
- Fixed Spot: 1.2
- Fixed Programme: 1.2

## CANCELLATION POLICIES

- Outside of Q4 Radio will operate a more flexible cancellation policy for 2025.
- Cancellations and deferments will be dealt with as they arise.
- Where campaigns are rebooked and are more than one week from transmission no cancellation charges will apply (single instances only).
- Applicable January-September - subject to review.

## CANCELLATION Q4 2025

Time Frame	Cancellation Charge
Up to 1 week after AB discount deadline	10%
Up to 2 weeks after AB discount deadline	20%
Up to 3 weeks after AB discount deadline	40%
Up to 2 weeks after AB discount deadline	50%
4 weeks+ after AB discount deadline	100%

Please refer to Slide 39 for format specifications and copy requirements

All policies can be found on our website at [mediasales.rte.ie/planning/tcs-policies](https://mediasales.rte.ie/planning/tcs-policies)





RTÉ

Print



**The RTÉ Guide continues to be the biggest weekly-selling magazine in the country.**

**Consistently delivering over and above the industry average in retail sales, it includes the hugely popular RTÉ Guide Christmas edition, an Irish print phenomenon.**

**Week in, week out the RTÉ Guide delivers because as a trusted and loved brand we know what our readers want. It's really three magazines in one.**

In a world of streamers, digital radio and podcasts, the RTÉ Guide team brings clarity to the viewing week with thoughtful recommendations across all media. On the entertainment front it's packed with interviews, previews and features.

And finally, our lifestyle section features the best in Irish food, fashion, beauty, health, and environment, led by our cookery writer Catherine Fulvio and on the environment/ sustainable gardening by former Chelsea gold medal winner, Mary Reynolds. Our readership is loyal and invested, a fact we never take for granted.



Catherine Lee  
Editor, RTÉ Guide

# RTÉ Guide Rates

VIDEO

DIGITAL

AUDIO

PRINT

Effective for 2025

Size	Media Fee
Full Page Colour	*€8,100
Half Page Colour	€4,500
Third Page Colour	€3,700
Quarter Page Colour	€2,700
Outside Back Cover	€10,300
Inside Front Cover	€8,900
Inside Back Cover	€5,200
Double Page Spread	€16,000
1st Double Page Spread (pages 2/3)	€17,900
Stitched-in Inserts	€75 (per 1000)
Loose Inserts	€65 (per 1000)

Other Rates	Jan-June
Guaranteed Position	20%
Christmas RTÉ Guide	Double the rates

## Rates on application

Sponsorship of Lifestyle, Entertainment and TV Listings. Gatefolds. Tip-ons and Sampling. Bespoke Creative. Native Advertising.

## \*Optional Upgrade Offer available for Full Page Colour Adverts only as follows:

Bundle consisting of FPC in the RTÉ Guide and 250,000 Page Impressions (MPU & Billboard) delivered across RTÉ.ie. Cost is €700 add on to FPC pricing



RTÉ

# Christmas RTÉ Guide

VIDEO

DIGITAL

AUDIO

PRINT

The must have bumper Christmas issue is the biggest print offering on the market with a four-week shelf life over the festive season and a reach of 1.4 million adults.

Marketing support includes nationwide TV and Radio campaigns, targeted social media advertising and full support at retail level to ensure maximum copy sales.

## Commercial Offerings

- Loose inserts package including a half page support ad in the issue.
- Front cover gatefold offering clients stand out over competitors.
- Bespoke sponsorships across the Lifestyle, TV Listings and Entertainment sections.
- Run of advertising across print and digital.

## Christmas RTÉ Guide Readers

- 627,000 or 44% are ABC1
- 804,000 or 56% are Women.
- 71% are Main Shoppers

Source: TGI 2023r2

## Contact:

Advertising

Manager:

Karen Foster

087 929 0922

[karen.foster@rte.ie](mailto:karen.foster@rte.ie)

Production Manager:

Lynn McKeown

01 208 2919

[lynn.mckeown@rte.ie](mailto:lynn.mckeown@rte.ie)



RTÉ

## ACCEPTANCE OF ADVERTISING

- All advertisements shall be subject to the approval by the RTÉ Guide to ensure compliance with all relevant legislation including RTÉ's own internal Codes on Advertising (and which shall be amended from time to time) as well as compliance with Code of Advertising Standards for Ireland maintained by the Advertising Standards Authority for Ireland (ASAI).
- The RTÉ Guide reserves the right, at its absolute discretion and without incurring any liability, to decline to publish any advertisement without giving any reason for so declining but in such event the Advertiser or Agency shall not be liable to pay for any advertisement, which the RTÉ Guide so declines to publish.

## ACCEPTANCE OF TERMS & CONDITIONS

- The placing of a booking with the RTÉ Guide by an Agency or Advertiser shall be deemed acceptance by it of these terms and conditions.

# Advance Booking Deadlines TV & Radio

VIDEO

DIGITAL

AUDIO

PRINT

	TV 8 Weeks AB	TV 6 Weeks AB	Radio: 4 Weeks AB
<b>January</b>	-	25th Nov	4th Dec
<b>February</b>	-	3rd Jan	6th Jan
<b>March</b>	-	17th Jan	31st Jan
<b>April</b>	-	18th Feb	4th Mar
<b>May</b>	-	20th Mar	3rd Apr
<b>June</b>	-	22nd Apr	2nd May
<b>July</b>	-	20th May	3rd June
<b>August</b>	-	20th June	4th July
<b>September</b>	-	21st July	5th Aug
<b>October</b>	6th Aug	20th Aug	3rd Sept
<b>November</b>	5th Sept	19th Sept	3rd Oct
<b>December</b>	6th Oct	20th Oct	3rd Nov

- 5% discount will apply at 8 week AB dates for the following Categories: Oct–Dec: Supermarkets, Cable, Satellite & Telecommunications.
- 8 week AB from Oct-Dec applies to Supermarkets, Cable, Satellite & Telecommunications.
- 6 week AB's will not be available for Supermarkets, Cable, Satellite & Telecommunications Oct–Dec.
- Bookings are to be received by 17.30 on the stated deadline day - any bookings received after this time will not be entitled to Advanced Booking Discount.
- Short term pricing may apply in tightly traded months to certain audiences/ categories – this may mean the withdrawal of certain audiences after the ab deadline.

# Terms & Conditions

VIDEO

DIGITAL

AUDIO

PRINT

2025

## Copy Clearance

- All copy must be submitted and cleared by Copy Clearance PRIOR to transmission.
- The Copy Clearance Committee meet to review Clearance submissions each Tuesday and Thursday morning at 9:00am.
- Please note, failure to meet with our Clearance meeting deadlines may result in airtime being pushed back and any lost airtime fully charged.
- Copy/scripts should be sent to: <https://rtegroup.ie/copyclearance>
- Information on how to submit can be found at <https://mediasales.rte.ie/planning/rte-copy-clearance>
- Digital only copy needs to be sent to [adsonline@rte.ie](mailto:adsonline@rte.ie) for approval.

## Copy Instructions

- All TV & Radio copy instructions/music details must be emailed on the RTÉ rotation form (Radio) or through Caria (TV) by 12 midday as per our closedowns, which can be found here: <https://mediasales.rte.ie/planning/audio/radio/traffic-radio/>
- Please find Copy Instruction Forms for TV and Radio here:
  - [https://mediasales.rte.ie/planning/av/television/\\_traffic-television/tv-copy-instruction-form](https://mediasales.rte.ie/planning/av/television/_traffic-television/tv-copy-instruction-form)
  - <https://mediasales.rte.ie/planning/audio/radio/%20traffic-radio/copy-instructions-form>
- TV Copy instructions should be sent to [tvtraffic@rte.ie](mailto:tvtraffic@rte.ie)
- Radio Copy instructions should be sent to [radiotraffic@rte.ie](mailto:radiotraffic@rte.ie)
- Digital Copy instructions should be sent to [adsonline@rte.ie](mailto:adsonline@rte.ie)
- Digital Creative notes can be found here: <https://mediasales.rte.ie/planning/digital/standard-creative>

## Copy Delivery

- All cleared TV and Radio Copy must be received by 12 midday as per our closedowns, which can be found here:
  - <https://mediasales.rte.ie/planning/av/television/traffic-television>
  - <https://mediasales.rte.ie/planning/audio/radio/traffic-radio>
- TV Copy must be sent to our commercial library through one of the following distributors—Clearcast/Extreme Reach or Peach.
- Radio Copy must be sent to [radio.commercial@rte.ie](mailto:radio.commercial@rte.ie)
- Radio Copy should be sent in WAV or MP3 format.
- All direct digital copy/tags must be sent to [adsonline@rte.ie](mailto:adsonline@rte.ie) and must include their own IO number in the e-mail.
- Digital Copy deadline info can be found here: <https://mediasales.rte.ie/planning/digital/deadlines-creative-notes>
- Digital Copy specs can be found here:
  - <https://mediasales.rte.ie/planning/digital/standard-creative>
  - <https://mediasales.rte.ie/planning/audio/audio-specs-radio-player>
  - <https://mediasales.rte.ie/planning/av/vod>

## Price Conversion from 30" Rates for all media

Seconds	5	10	15	20	25	30	35	40	45	50	60
Factor	50%	50%	70%	80%	100%	100%	133%	133%	167%	167%	200%



Contact us

[mediasales@rte.ie](mailto:mediasales@rte.ie)

[mediasales.rte.ie](https://mediasales.rte.ie)



RTÉ