

NEW SPONSORSHIP OPPORTUNITY

RTÉ.ie

Food Section Sponsorship

rte.ie/food

Engage Your Audience Where They Eat! Premium Display Advertising Opportunities on RTÉ.ie/Food —

Get your brand in front of a highly engaged audience with display advertising in one of the most popular lifestyle sections on RTÉ.ie.

Why Advertise on RTÉ.ie Food?

- **Highly Engaged Audience:** Readers actively seek food inspiration, recipes, and expert tips—making them primed for food-related advertising.
- **Diverse Demographics:** Appeals to home cooks, food lovers, and culinary enthusiasts of all ages and backgrounds.
- **Frequent Visits:** Users return regularly for new recipes, seasonal cooking guides, and trending food content.
- **Brand Safe Environment:** RTÉ.ie delivers trusted, high-quality content that reflects positively on your brand.
- **Contextual Relevance:** Ads appear alongside recipes and articles, reaching users at the moment they're planning meals and shopping for ingredients.

Why It Works for Supermarkets & Food Brands

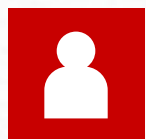
- **Drive Purchase Intent:** Readers are actively searching for recipes and ingredients—making them more likely to act on relevant promotions.
- **Influence Meal Planning:** Position your products as essential ingredients in popular dishes featured on RTÉ.ie.
- **Boost In-Store & Online Sales:** Link ads directly to your online Shop or store locator to convert interest into action.
- **Build Brand Affinity:** Align your brand with trusted culinary content and Ireland's national broadcaster.

Sponsorship Package

- Exclusive Section Sponsorship – **€25,000 for 3 Months**
- Your brand will be **featured prominently** as the exclusive sponsor of the Food section on RTÉ.ie, including:
 - **Homepage Takeover** of the Food Section Index page and article pages
 - **Premium Display Banners Across All Recipe Pages**
 - Custom Call-to-Action Units **Driving Traffic** to Your Offers or Store Locator

Package Cost (3 Months): **€25,000**

“Readers are searching for recipes and ingredients...”



Alex Murray

Digital Trading

E: alex.murray@rte.ie