

# RTÉ TOY SHOW

LATE  
LATE

FRIDAY, DECEMBER 6TH

*“Being part of it is something  
I will never forget - a forever night!”*

Patrick Kielty

**Christmas starts here! Join Patrick Kielty for the annual festive extravaganza on December 6th, 2024.**

The Late Late Toy Show is consistently the most watched TV show in Ireland every year, with untouchable reach, unrivalled engagement, and a special emotional connection with audiences.

Last year's Elf-themed Toy Show, Kielty's big debut, was watched by 1.7 million people across the weekend.

On social media, #LateLateToyShow generated 26.2 million video views and 2.2 million interactions. 2023 highlights on The Late Late Toy Show YouTube channel garnered over a half a million views.

Additionally, €3.6 million was raised for the Toy Show Appeal to help children's charities across Ireland.

For more information please contact:

Laura Lester | 208 2562 | [laura.lester@rte.ie](mailto:laura.lester@rte.ie)

Emer O'Connell | 208 2326 | [emer.oconnell@rte.ie](mailto:emer.oconnell@rte.ie)

To discuss the RTÉ Guide Toy Show issue, please contact:

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



RTÉ is now accepting Individual Spot Bookings for the Late Late Toy Show.

Digital packages, Print opportunities and Audience Giveaways are also available.



TV	
Individual Spot Cost (:30 seconds)	<b>€45,000</b>

DIGITAL	
RTÉ Player, ROI Streams:	<b>€12,000</b>
RTÉ Player impressions:	200,000
RTÉ Player, International Streams only:	<b>€2,000</b>
RTÉ Player impressions:	33,000

PRINT	
Full page in RTÉ Guide Toy Show issue, plus 150,000 MPUs on RTÉ.ie.	<b>€2,750</b>

AUDIENCE GIVEAWAY	
<b>€15,000</b>	
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.	

THE LATE LATE TOY SHOW 2023 AUDIENCE FIGURES	
<b>Individuals</b>	81% share
<b>HKWC</b>	86% share
<b>Children</b>	96% share
<b>RTÉ Player</b>	A record breaking 550,000 streams from 147 countries.
	97% increase on UK RTÉ Player streams, up from 33k in 2022 to 65k in 2023.
	Streams more than doubled in Northern Ireland.

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

**TERMS AND 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
- PIB on Television +30% (limited availability)
- Break selection +20%
- Once bookings have been confirmed they are non - cancellable and non - transferrable

For more information please contact:

Laura Lester | 208 2562 | [laura.lester@rte.ie](mailto:laura.lester@rte.ie)

Emer O' Connell | 208 2326 | [emer.oconnell@rte.ie](mailto:emer.oconnell@rte.ie)

To discuss the RTÉ Guide Toy Show issue, please contact:

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

