

RTÉ ONE

today.



## SPONSORSHIP 2022

**The Today Show, RTÉ's popular afternoon chat show is seeking a new title sponsor for its 11th season!**

Presented by **Maura Derrane, Dáithí O' Sé** and **Sinead Kennedy** the new series kicks off in September, serving up its fantastic blend of food, fashion, entertainment and amazing giveaways to the audience at home.

*Previous sponsors include:*



RTÉ Media Sales



## Sponsorship Package

- 160 episodes (over 960 hours of TV content) running from Monday 26th September 2022 - Friday 28th May 2023
- Broadcast sponsorship of each episode including 8 stings per programme including repeats and on RTÉ Player

## Viewership\*

- Today reaches an average 200,000 Adults 15+ every day on RTÉ One
- Its average daily audience is 96,000 viewers
- Among Adults 15+ its share of viewing is 19.8% and among Women 15+, 23.9%

**Price: €145,000**

\*Source: TAM Ireland / Nielsen 2021/ 2022.

All figures are consolidated. Reach is 1 minute reach / average '000s = average '000s throughout the full programme



WATCH HIGHLIGHTS FROM LAST SEASON ON RTÉ PLAYER [HERE:](#)



*Sponsorship of individual segments and product placement within the show are also available and sold separately: Travel, Medical, Cookery, Beauty, Travel, Gifting, Social Media Competition, Outdoor Broadcast*

*For more information on Broadcast Sponsorship, please contact:*

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