

RTL Z offers non-stop news and inspiration for entrepreneurial people through television, website, app and social media. On RTL Z, you can find everything about the economy, entrepreneurship, personal finance, career, technology, and more.

Television

- Spot (tv-commercials)
- Billboarding
- Branded promos

Social media

- Branded posts and stories
- Branded video (short)
- Activation

Online (Web/App)

- Display advertising
- Video advertising
- Native advertising



Branded content

- 100% sponsored TV programs Online
- Seminars from the RTL Z Studio Branded
- Articles & videos on web & app Branded
- Documentaries on RTL Z

Production

- Professional RTL studio Famous
- Presenters Highly experienced
- Production teams Mobile RTL Z
- Studio for on-location broadcasting

2.9 million

Average TV reach per week

36%

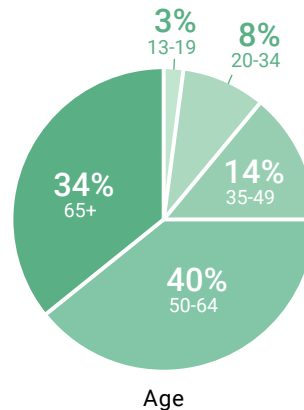
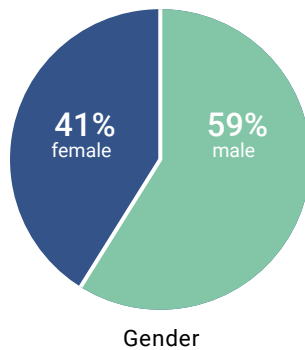
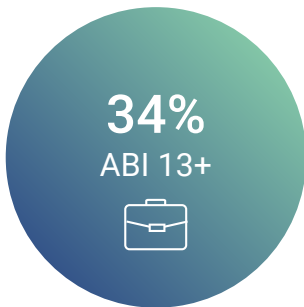
Reach business decision maker

67%

Brand awareness

Profile RTL Z

RTL Z stands for quality and is progressive, optimistic, and personal. RTL Z is the business brand with current affairs, in-depth analysis, and entertainment for the entrepreneurial individual.



Of RTL Z users,
visits or watches:

88%

RTL Z through TV

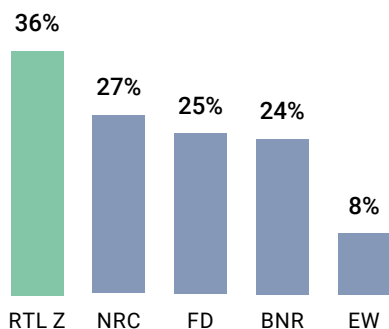
42%

RTL Z through website/app

29%

RTL Z through social

Reach among **decision makers**



The **brand reach of RTL Z** is high among decision makers at

Small and medium-sized enterprises
(<100 employees)

38%

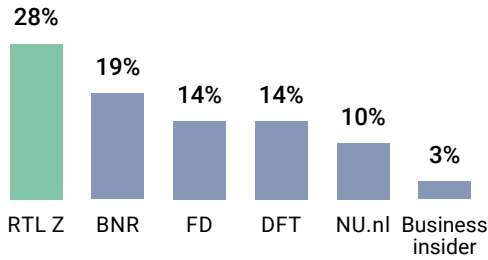
Large corporate market companies
(>100 employees)

40%

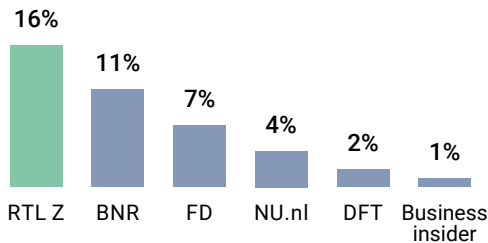
Usage and Preference 25-59 AB1



Often/regularly uses RTL Z as a business news brand



heeft een voorkeur voor RTL Z als zakelijk nieuwsmerk

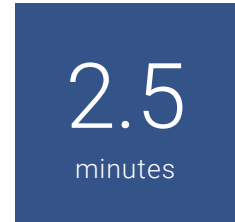


RTL Z Web & App

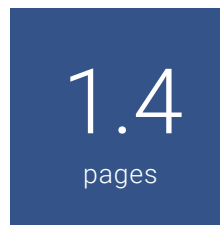
Online you can find RTL Z at www.rtlnieuws.nl/economie and in the RTL News app



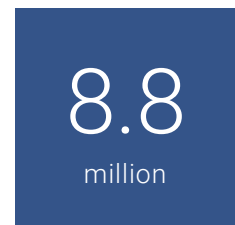
Online visits per month



Average duration per visit

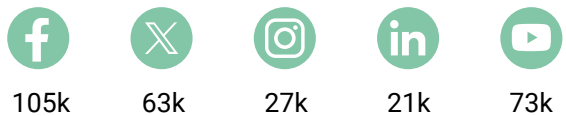


Average per visit



Average number of pageviews per month

Number of followers: RTL Z on social media



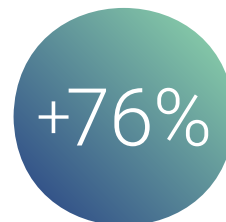
Effectiveness of sponsor campaign on RTL Z



High ratings for programs



High sponsor recall



Strong impact on brand image compared to non-viewers

Sources: (1) Brandtracker RTL April 2024 (2) NMO September 2023 - August 2024 (3) Adobe / Snowplow 2024, (4) DMS 2024

* **Definition Decision Maker:** Individuals in the business sector and semi-public sector (2+ employees) in one of the following positions: general manager, financial director, responsible for procurement - sales - automation - marketing - HR. All are decision makers in at least one area.

Interested in the possibilities? **Get in touch with us!**

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