

Sponsorship Opportunity

Liveline
with Joe Duffy

WEEKDAYS 1.45pm-3pm



RTÉ RADIO 1

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Liveline with Joe Duffy
WEEKDAYS
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When the nation has something to say, they talk to Joe! In the capable hands of Joe Duffy, the Liveline team and its 387,000* listeners continue to shape the news headlines, uncovering controversies and exposing scandals.

Liveline remains the second most listened to national radio show in Ireland. Joe regularly hits the road broadcasting the hugely popular Funny Friday show live from locations all over the country.

Liveline's legendary Funny Fridays have become a welcome antidote to the trials of modern living.

On the last Friday of every month Joe is joined by some of Ireland's finest musical comedians to put our politicians and public personalities under the spotlight to truly uproarious effect.

Liveline also broadcasts every September from the Ploughing Championships and Christmas just wouldn't be Christmas without the without the annual Liveline broadcast live from Grafton Street.

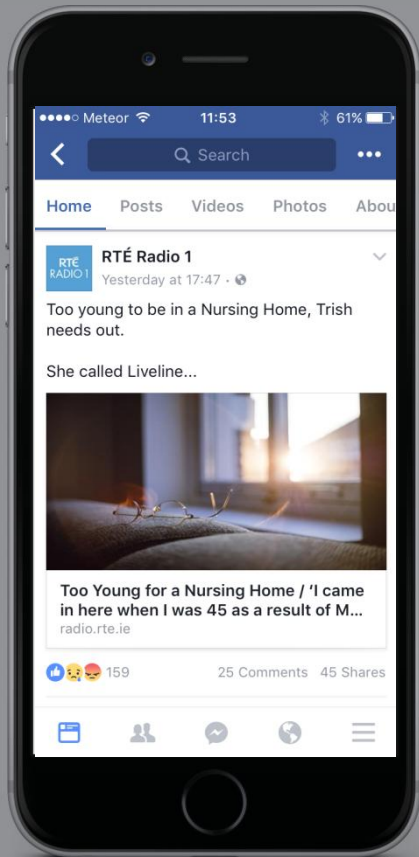


**Source: JNLR 2015/1*

Liveline Funny Friday, Ploughing Championships & Christmas OB



203,299 Social media followers across all platforms



32,999
Followers



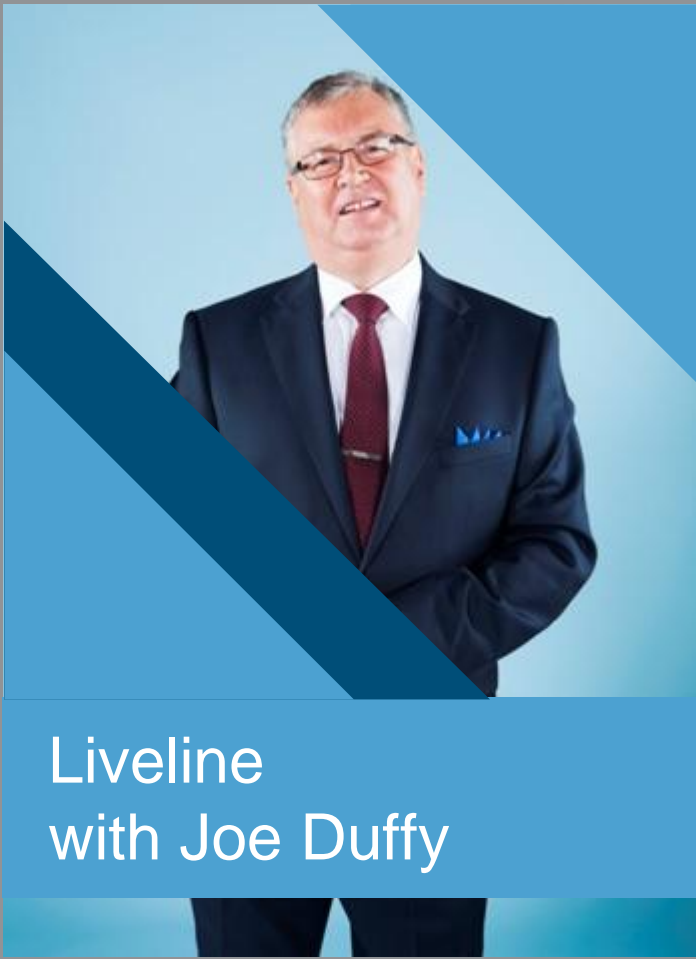
170,300
Followers



+500,000
Hits per year

“The rise in numbers for stars like Joe Duffy in term of listenership scores is clearly translating on another level in terms of the depth of the wider public’s admiration for his talent, with more than 70,000 members of the Irish public now rating him as the best in the business in our research. Hone in on public admiration in the Dublin area and you see his rank jump to top four”

– John Trainor,
Chief Executive of Sponsorship Consultants ONSIDE



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Sponsorship Stings:

Monday-Friday	6 x sponsor credited stings per day / 30 per week (maximum 10' in length)
Podcast Sponsorship	1 x sponsor credited sting at the beginning of every Liveline podcast for duration of sponsorship term - listen here
Cross Station Promos	1 x sponsor credited promo; every Monday in Morning Ireland every Tuesday in Today with Sean O'Rourke every Wednesday in News at One every Saturday in Marian Finucane every Sunday in Marian Finucane
Sponsor Sampling	The show sponsor will have the opportunity to sample at all Funny Friday Outside Broadcasts (minimum 7 per year)
Homepage Sponsorship	12 month sponsor presence on Liveline homepage – click here



Liveline with Joe Duffy

Sponsorship Fee

	3 Months - €120,000
6 Months - €200,000	12 Months - €350,000

Current Sponsor

Available

Previous Sponsor

Llyods Pharmacy | Lyon's Tea
Nissan | Specsavers

For Further Information, please contact:

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