

## The Marian Finucane Show

RTÉ Radio 1, Saturday & Sunday 11.00am -1.00pm

<http://www.rte.ie/radio1/marianfinucane/>

RTE Radio 1's Marian Finucane Show is the highest-rating weekend radio show in Ireland. According to the latest JNLR listenership figures Marian's Saturday Show remains the **third** most listened to radio show in Ireland with 381,000 listeners with Marian's Sunday's show the **seventh** most listened show delivering 337,000 listeners.



### Weekly Sponsorship package:

- 1 x sponsor credited promo every Friday in **Liveline** [1.45 -3.00pm]
- 1 x sponsor credited promo every Saturday in **Playback** [9.10 - 10am]
- 1 x sponsor credited promo every Sunday in **Miriam Meets** [10 - 11.00am]

- 4 x 10' sponsor credited stings every Saturday with **Marian Finucane** [11am - 1pm]
- 4 x 10' sponsor credited stings every Sunday with **Marian Finucane** [11am - 1pm]

### Summary of sponsorship package:

572 x sponsor credited stings per twelve month sponsorship

### Sponsorship Sting:

"The Marian Finucane show on RTÉ Radio 1 with Sponsor + (sponsor tag line)"

*Terms and Conditions Apply | February 2010*



[www.rte.ie/radio/advertising](http://www.rte.ie/radio/advertising)

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Weekly Audience Delivery with CPT on Weekly Sponsorship Fee of €2,888

Demographic	Audience	Reach	Frequency	CPT
All Adults	719	20%	4.1	€0.97
35+	627	29%	4.2	€1.09
H/Keepers	499	23%	4.2	€1.37
ABC1	361	25%	4.5	€1.77
Females	364	20%	4.2	€1.89
Males	355	20%	4.1	€2.00

## 12 Sponsorship Fee €150,000 (2010 Rate Card Value €203,060)

For further Information:

RTÉ Radio Sponsorship Manager Tara Farrell

T: 01 208 3430 | E: [Tara.farrell@rte.ie](mailto:Tara.farrell@rte.ie)

OR CONTACT YOUR RTÉ RADIO ACCOUNT MANAGER T: 01 208 2482

*For a full list of terms and conditions please refer to the [RTÉ Radio Sponsorship Webpage](#).*

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