

The channel for kids - and family's favorite

With RTL you can reach everyone! The whole family is captivated here: whether preschoolers, teenagers, young adults or parents. In daytime, SUPER RTL has maintained market leadership among children for years. Primetime remains an important optimization slot for adult and Head of Household campaigns. Women continue to be increasingly in focus as a target group. Strong fiction and outstanding feature film highlights are important program components.

The core target group are children aged between 3-13 years and PRP with kids.

(Age clusters: 3-14; 15-29; 30-39; 40-49; 50-59; 60-69; 70+)

TV

Monthly reach ¹	1,341,549
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Audience Profile

Men	39%
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Women	60%
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6-15 years	8%
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16-24 years	2%
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25-34 years	14%
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35-44 years	18%
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45-54 years	21%
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55-64 years	22%
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65+ years	16%
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¹Mediapulse TV Data (Instar Analytics), 2024. RTL SUPER is published in Switzerland.