RTL SUPER

The channel for kids - and family's favorite

With SUPER 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 category 6-15-year-olds includes 0-6-year-olds

TV

Monthly reach[1]	35,168,000

Audience Profile

Men	45%
Women	55%
6-15 years	24%
16-24 years	2%
25-34 years	9%
35-44 years	12%
45-54 years	16%
55-64 years	16%
65+ years	22%

[1]AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE, 2024. RTL SUPER is published in Germany.