

## The news and business channel of the Netherlands

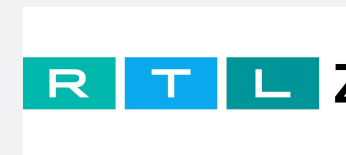
RTL Z offers its viewers daily current affairs, inspiration and infotainment. From the latest news to inspiring documentaries and human interest programs; you can find it at RTL Z. The news brand focuses on the enterprising target group, with an emphasis on SMEs, self-employed people, business decision makers and investors. The platform brings current events, depth and entertainment to entrepreneurs and career makers. It is available 24/7 on TV and online for its users to stay up to date on news, business, stock prices and tech. RTL Z offers powerful contact options with target group-oriented programming, web, app, social media, live and on demand. The core target is people aged between 25 and 59.

### TV

Monthly reach <sup>1</sup>	7,016,000
----------------------------	-----------

### Audience Profile

Men	59%
Women	41%
6-15 years	2%
16-24 years	4%
25-34 years	6%
35-44 years	8%
45-54 years	16%
55-64 years	27%
65+ years	37%



<sup>1</sup>AdvantEdge - TechEdge © 2024 - RTL Nederland. RTL Z is published in Netherlands.