

## The friendly, modern happiness maker for women who are in the middle of life

Women are diverse and so is RTLUP's program - it serves many different genres. But always with the special feel-good factor for women over 40: here they feel fully valued. RTLUP offers a daily all-round offer for the female target group with a varied program that covers everything from music to health to entertainment to female factual. This includes many in-house productions, heartfelt classics and of course music. Schlager is an unbroken trend and RTLUP offers fresh and varied music formats and is the new "TV home" for German Schlager.

Target group: Women 30-59 years.

### TV

Monthly reach <sup>1</sup>	18,982,000
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### Audience Profile

Men	34%
Women	65%
6-15 years	1%
16-24 years	1%
25-34 years	3%
35-44 years	7%
45-54 years	14%
55-64 years	29%
65+ years	45%



<sup>1</sup>AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE, 2024. RTL UP is published in Germany.