

The brand for children from 2 to 6 years

Nick Jr. provides educational and entertaining content with fantastic stories and characters, motivating children to play smarter in a safe and reliable environment. Programs such as PAW Patrol, Top Wing, Nella De Ridderprinses and Shimmer & Shine are available on Nick Jr. to see and take the little ones on an educational adventure!

The core target is kids aged between 2 and 6.

TV

Monthly reach ¹	837,121
----------------------------	---------

Audience Profile

Men	27%
-----	-----

Women	73%
-------	-----

6-15 years	10%
------------	-----

25-34 years	6%
-------------	----

35-44 years	15%
-------------	-----

45-54 years	64%
-------------	-----

55-64 years	3%
-------------	----

65+ years	2%
-----------	----



¹AdvantEdge - TechEdge © 2023 - RTL Nederland. NICK JR. is published in Netherlands.