

The largest commercial TV channel in the Netherlands

RTL 4 offers plenty of variety: from news & information and entertainment, to soap and drama. Well-known faces such as Eva Jinek, Ruben Nicolai, Beau van Erven Dorens, ensure a loyal viewership. The evening with 'Edition NL', 'RTL Boulevard', 'RTL Nieuws & Weer' and 'Good Times, Bad Times' is rock solid and always up to date. The evenings at RTL 4 are filled with entertainment programs. Popular titles include 'Lego Masters', 'The Masked Singer' and of course familiar programs such as 'All You Need Is Love'. The late evening slot includes the latest news of the day and alternates with 'Beau' and 'Jinek'.

The core target is people aged between 25 and 54.

TV

Monthly reach ¹	12,414,000
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Audience Profile

Men	38%
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Women	62%
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6-15 years	2%
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16-24 years	5%
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25-34 years	7%
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35-44 years	8%
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45-54 years	16%
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55-64 years	23%
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65+ years	39%
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