

# Data Connect

L'Echo | De Tijd



# Data Connect with L'Echo | De Tijd

## L'Echo | De Tijd

L'Echo | De Tijd are the **Belgian financial and business newspapers**. They target investors, managers, entrepreneurs and CEOs. Their readership reaches 39% of the Belgian financial assets. As **9 out of 10 is an investor, and 7 out of 10 invests in funds**, we can state that L'Echo | De Tijd are **your gateway to (potential) fund investors**.

## Via Data Connect, L'Echo | De Tijd offer 4 ways to reach this funds community

The online tools on lecho.be | tijd.be allow you to reach both **experienced and starting investors**. Thanks to Data Connect, the **online fund ecosystem**, the websites and newspapers of L'Echo | De Tijd help you to target very specifically the right investor.

The data-driven solution Data Connect gives you access to this valuable data allowing you to **connect with the right investor, where, when and how you want, while still being legally compliant**.

### 1. Profiling via the fund finder

- The funds of our Data Connect partners are searchable by name
- The "Amazon Principle" applied on funds by **matching search behaviour and content of portfolios**.
- The "Others also looked at" and "Your recent searches" make investors trace back easily your funds.



### 2. Related funds + promotion of flagship funds

At the **right-hand side of an article on lecho.be | tijd.be**, appears an overview of **funds including the listed company** which is covered in the article.

You can also **promote flagship funds with a sponsored link on a preferred position** in this "Funds column".



### 3. Retargeting

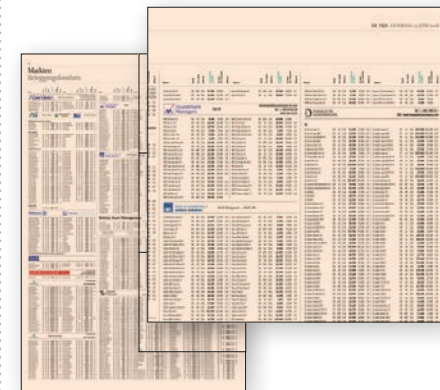
You decide **what funds you want to present to specific investors**. The **link with logos** to these funds appears in:

- more than 148,000 fund related newsletters
- more than 200,000 investment portfolios of the users of lecho.be | tijd.be
- the fund finder on lecho.be | tijd.be, including most Belgian funds





### 4. Fund listings

Funds listings in L'Echo | De Tijd



# Funds – Where asset managers meet investors

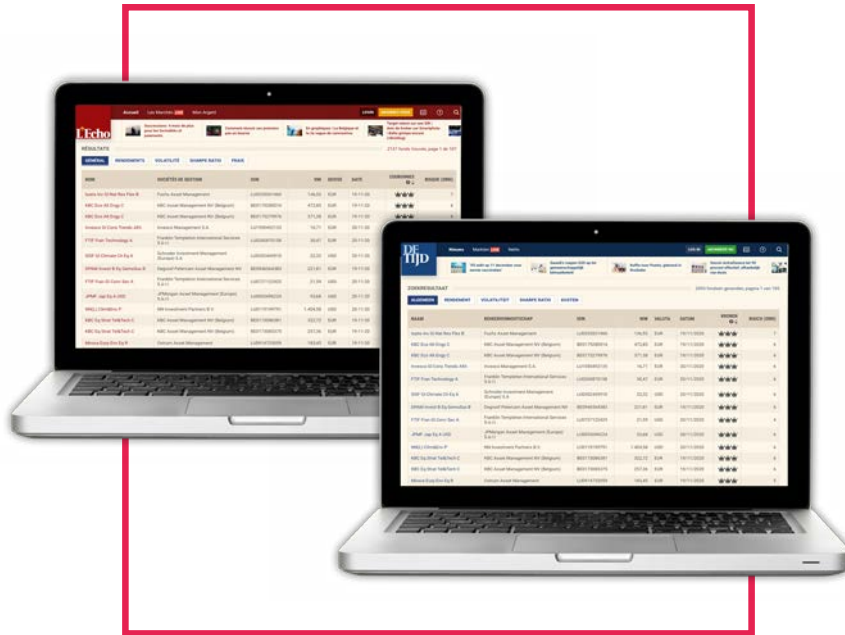
## Rates (excl.VAT)\*

	Data Connect		
/fund/month	€ 117		
Presence in 'Fund Finder'	✓		
Search via ISIN code	✓		
Listing in newspaper (print + digital)	✓		
Search via name	✓		
Available for selection in 'Portfolios'	✓		
Included in 'Related Funds' non sponsored	✓		
Included in 'Other investors also looked at' non sponsored	✓		
 Preferred positioning sponsored link	-		
Retargeting	-		
			
	National	L'Echo	De Tijd
/logo** + contact data/year	€ 8,180	€ 3,740	€ 4,440

\* Agency commission only possible for logos

## Technical specifications

- The appearance of the funds lines will be tacitly renewed on a monthly basis.
- Annulment of the publication of the funds lines should be requested 3 months before publication, otherwise 100% of the insertion price will be invoiced (unless otherwise agreed upon). This annulment does not affect the annual "logo fee". The logo fee can only be cancelled once a year with the renewal of the contract.



**Get in contact**

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