

L'Echo | De Tijd

General Rate 2025

The only business newspapers in Belgium

L'Echo | De Tijd are the only business newspapers in Belgium. With their focus on business and finance, they are the reference point for all financial and economic reporting.

The newspapers are aimed at entrepreneurs, managers and investors, who use the newspapers as a daily business tool.

Reliable journalism

The results of a study by Kantar focused on "Trust in News" (2021) showed that L'Echo | De Tijd are perceived as the most reliable news brands in Belgium. The more users of a news brand have trust in that brand, the more they also trust the advertisements in that media.

Weekend

On Saturdays, L'Echo | De Tijd have a wide editorial offer for the personal interests of their readers.

- Sabato, luxury magazine 'pur sang', has become a set weekend moment of tranquillity, inspiration and 'intelligent luxury'.
- Mijn Geld | Mon Argent are the refer-

ence when it comes to money matters and offer 24/7 personal finance advice with their websites, the Saturday section and 4x/year custody numbers.

- Wealth: bi-annual magazine aimed at readers with a financial wealth of several millions

Series and specials

Throughout the year, the editorial team capitalises on the news with inspiring, current and striking series. In addition, various specials throughout the year also capitalise on our readers' affluence and interest in investment and personal finance of our readers.

- Funds magazine: special, published 4x a year, focusing on funds, for both B2B and B2C
- Private Banking: bi-annual dossier about wealth management and finance
- Estate planning: 1* a year, this dossier on wealth planning is published.



L'Echo | De Tijd

- Rates Commercial publicity print (see next pages)
- Rates L'Echo | De Tijd Online (upon request)
- Rates Financial publicity (upon request)

Multimedia

- Print
- Digital: Trustmedia views the digital and paper newspaper as a single newspaper product. All print formats of commercial publicity (from 200 mm), financial publicity and classifieds are placed in the digital newspaper with a static tablet optimised format. This publication is included in the print rate.
- Online: lecho.be tijd.be

Key figures

Newspaper



Format
Berliner 6 columns
290 mm W x 440 mm H



Language
Dutch (De Tijd) +
French (L'Echo)



Frequency
Daily (Tuesday to
Saturday)



Print & digital replica
(weekdays)*
92,245
(of which 39,190 print)



Print & digital replica
(weekend)*
133,106
(of which 80,051 print)



Distribution
Subscriptions & indi-
vidual sales



Daily contacts
518,600
(total brand: print +
online)

Readers



Readers possess 43% of
Belgium's financial assets



29% is
under 35,



Highest selectivity (426) of
all Belgian newspapers on
higher management



Target audience of decision
makers, influencers, well-off
consumers, investors



40% is part of the
top 2 highest social
classes (highest)





















Readers are 2.2 times as
influential than the average
Belgian.







Source: CIM BPS 2024 (total brand); De Belg en zijn Geld, Kantar 2021; Decision Power within Belgian Companies, Kantar 2021; Passion Survey, Kantar 2022; * CIM Authenticated Circulation jan. – dec. 2023

Print Rates 2025

Modules (Quadri, in euros, excl, VAT)

module	height	width (# columns)	MM	L'Echo De Tijd		L'Echo		De Tijd	
				week	Saturday	week	Saturday	week	Saturday
1/1 page	 440 mm	290 mm (6 C)	2,640	50,060	61,870	19,650	24,280	30,660	37,890
pano	 440 mm	604 mm (12 C)	5,280	99,950	123,520	39,160	48,400	61,290	75,750
panoplus	 440 mm	290 mm + 604 mm + 290 mm (24 C)	10,560	174,790	216,020	68,580	84,760	107,090	132,350
half pano	 220 mm	604 mm (12 C)	2,640	60,290	74,510	23,650	29,230	36,940	45,650
3/4 – junior page	 310 mm	241 mm (5 C)	1,550	37,190	45,960	14,640	18,090	22,740	28,100
1/2 page horizontal	 220 mm	290 mm (6 C)	1,320	30,100	37,200	11,760	14,530	18,490	22,850
1/2 page vertical	 440 mm	143 mm (3 C)	1,320	30,100	37,200	11,760	14,530	18,490	22,850
banner 4	 150 mm	290 mm (6 C)	900	22,070	27,280	8,640	10,680	13,540	16,730
1/3 page vertical	 440 mm	94 mm (2 C)	880	22,070	27,280	8,640	10,680	13,540	16,730
1/4 page	 220 mm	192 mm (4 C)	880	22,070	27,280	8,640	10,680	13,540	16,730
banner 3	 120 mm	290 mm (6 C)	720	19,390	23,960	7,590	9,380	11,900	14,710
banner 2	 80 mm	290 mm (6 C)	480	15,750	19,460	6,180	7,640	9,650	11,930
tile 7	 100 mm	192 mm (4 C)	400	13,180	16,290	5,180	6,400	8,070	9,970
banner 1	 50 mm	290 mm (6 C)	300	9,860	12,190	3,880	4,800	6,030	7,450
tile 6	 100 mm	143 mm (3 C)	300	9,860	12,190	3,880	4,800	6,030	7,450
tile 5	 150 mm	94 mm (2 C)	300	9,860	12,190	3,880	4,800	6,030	7,450
tile 3	 100 mm	94 mm (2 C)	200	6,920	8,550	2,710	3,350	4,240	5,240
tile 1	 50 mm	94 mm (2 C)	100	3,920	4,840	1,590	1,970	2,350	2,900

Modules front page (Quadri, in euros, excl, VAT)

module	height	width (# columns)	MM	L'Echo De Tijd		L'Echo		De Tijd	
				week	Saturday	week	Saturday	week	Saturday
tile 7 	100 mm	192 mm (4 C)	400	32,950	40,725	12,950	16,000	20,175	24,925
banner 1 	50 mm	290 mm (6 C)	300	24,650	30,475	9,700	12,000	15,075	18,625
tile 5 	150 mm	94 mm (2 C)	300	24,650	30,475	9,700	12,000	15,075	18,625
tile 4 	50 mm	192 mm (4 C)	200	17,300	21,375	6,775	8,375	10,600	13,100
tile 2 	50 mm	143 mm (3 C)	150	13,550	16,738	5,380	6,650	8,240	10,175
tile 1 	50 mm	94 mm (2 C)	100	9,800	12,100	3,975	4,925	5,875	7,250

Column widths

columns	mm
1 col	45 mm
2 col	94 mm
3 col	143 mm
4 col	192 mm
5 col	241 mm
6 col	290 mm
12 col	605 mm*

* Including white space between pages (32 mm)

Placement surcharge

Place	Surcharge
Required page or section	+ 25%
Page 1	see front page rates
Page 2	not possible
Page 3	+ 50% (upon request)
Page 4-5	+ 30%
Page 1 of a section	+ 50%
Page 3 of 2nd section	+ 30%
Last page	+ 25% (upon request)
NP deals*	20% of the NP rate

Specific placement can be requested from a size of 1/4 page

* Cannot be combined with other discounts or promotions. Not valid for financial and B2B campaigns

Digital newspaper formats

Trustmedia regards digital newspaper advertising (tablet & smartphone) and print advertising as a single newspaper product. All print formats of commercial publicity (from 200 mm), financial publicity and classifieds are placed in the digital newspaper with a static tablet optimised format. This publication is included in the print rate.

Modules

newspaper formats			digital formats			
newspaper/print	dimensions*	number**	digital newspaper	dimensions	Tablet**	smartphone**
1/1 page	440 mm H x 6 columns	1	Full page	640 px W x 924 px H	2	2
Junior page	310 mm H x 5 columns	1	Full page	640 px W x 924 px H	1	1
1/2 page	220 mm H x 6 columns	1	Half page	640 px W x 400 px H	2	2
Banner 4	150 mm H x 6 columns	1	Half page	640 px W x 400 px H	1	1
1/2 page V	440 mm H x 3 columns	1	Half page	640 px W x 400 px H	2	2
1/3 page V	440 mm H x 2 columns	1	Half page	640 px W x 400 px H	1	1
1/4 page	200 mm H x 4 columns	1	Half page	640 px W x 400 px H	1	1
Banner 3 H	120 mm H x 6 columns	1	Banner	640 px W x 150 px H	3	3
Banner 2 H	80 mm H x 6 columns	1	Banner	640 px W x 150 px H	2	2
Banner 1 H	50 mm H x 6 columns	1	Banner	640 px W x 150 px H	1	1
Tile 7	100 mm H x 4 columns	1	Banner	640 px W x 150 px H	1	1
Tile 6	100 mm H x 3 columns	1	Banner	640 px W x 150 px H	1	1
Tile 5	150 mm H x 2 columns	1	Banner	640 px W x 150 px H	1	1
Tile 3	100 mm H x 2 columns	1	Banner	640 px W x 150 px H	1	1

front page formats

1/1 page	440 mm H x 6 columns	1	Full page	640 px W x 924 px H	2	2
Junior page	310 mm H x 5 columns	1	Full page	640 px W x 924 px H	1	1
1/2 page	220 mm H x 6 columns	1	Half page	640 px W x 400 px H	2	2
Banner 4	150 mm H x 6 columns	1	Half page	640 px W x 400 px H	1	1

* H = Horizontal • V = Vertical

** Number of adverts per day

Each advert in the digital newspaper can optionally be enhanced with animation (subject to an additional fee).

- Options: video or photo gallery or content page (HTML)
- Contact us for other custom animation options.



Technical specifications

Material & technical specifications

Print

Delivery 2 working days before appearance.

- **PDF** Your advert must be supplied in PDF format, in accordance with the Medibel+ standards. You can view these standards on www.medibelplus.be.
- **Colours** CMYK
- **Images** CMYK; TIFF, EPS, or JPG - 300 dpi (normal) 1200 dpi (bitmap)
- **ICC profile** We recommend that you use the IsoCoatedv2 or IsoNews-papier26v4 ICC profiles. Please make sure you include your choice at the end of the PDF file name: "name_IWC.pdf" or "name_NP.pdf". That way, we can ensure the best possible print result for your adverts.
- **Fonts** Use an OpenType, PostScript, or TrueType font. Please avoid any imported fonts.

Digital newspaper

- Trustmedia requires the delivery of one custom format that serves both portrait and landscape with all the essential information within the cutting lines (see technical sheet). Delivery for digital newspaper content: 2 working days prior to publication.
- In case of late delivery of material (or replacement of already sent material), Trustmedia does not bear the final responsibility for the placement or the print quality of the advertisement.

Advertising in L'Echo | De Tijd

Please upload your material using the personalised link in the email you receive 15 days prior to publication.

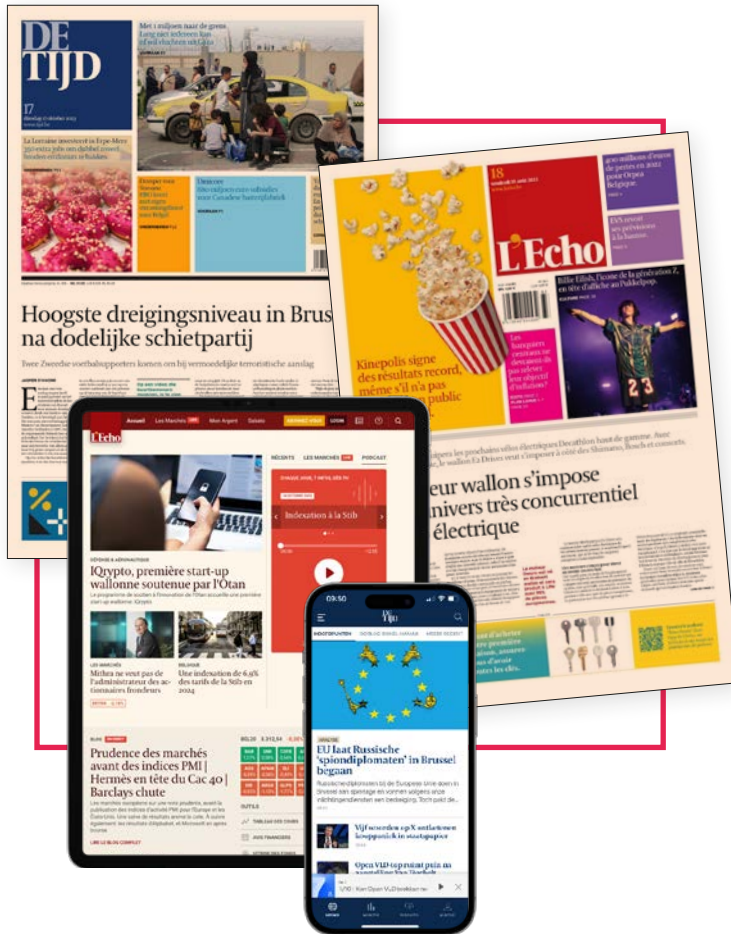
Material to be created

advops@mediafin.be

Digital Newspaper by email

tablet@trustmedia.be





Get in contact

Digital & Agencies
 Sven Lybaert
 sven.lybaert@trustmedia.be
 +32 2 422 05 08

Finance & Finpub
 Geert Spapen
 geert.spapen@trustmedia.be
 + 32 2 422 05 25

B2B & HR
 Ruth Stevens
 ruth.stevens@trustmedia.be
 +32 2 422 05 11

Government, Telecom
 & Automotive
 Karina Jacobus
 karina.jacobus@trustmedia.be
 +32 476 86 10 62

Luxury, Lifestyle & Retail
 Eva Bohez
 eva.bohez@trustmedia.be
 +32 2 422 05 39