Fonds

L'Echo | De Tijd

Fonds

Fonds, the fund magazine of L'Echo | De Tijd, provides dedicated and specialist information on funds, enabling readers and professional investors to make the most reliable choices in their investment decisions.

This monthly comprehensive and extensive magazine of the Belgian business newspapers L'Echo | De Tijd reports on specific topics in relation to the fund market. The increased number of pages allows the editorial staff to dive deeper into specific fund topics.

Target audience

- Private investors & high net worth individuals
- Finance professionals
- Brokers, financial professionals

Editorial topics

- Interviews with fund managers
- Insights & advice by fund experts in the field
- Hot topics of the world of funds

Calendar

Date	Focus	Bookings	Material
20 January	Emerging markets	11 January	12 January
24 February	Branch 23	15 February	16 February
17 March	Fund awards	8 March	9 March
21 April	Thematic funds	12 April	13 April
19 May	Sustainable funds	10 May	11 May
16 June	Outlook S2 2021 (CM*)	25 May	8 June
22 September	Trends in the fund market - SRI/ESG	13 September	14 September
20 October	DBI-RDT funds	11 October	12 October
17 November	Mixed funds	8 November	9 November
15 December	Outlook S1 2022 (CM*)	24 November	7 December

Key Fonds figures

Publication form
print + digital

Format
Demi-Berliner
(315 mm H x 235 mm W)

602,000
(contacts total brand, CIM 2020)

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

Key readership figures

9 in 10 readers **invest**

Most **active investor community** in Belgium
(selectivity 217)

71% invest **in funds**

90% of the decision makers uses L'Echo | De Tijd as a **professional tool**

*CM: contentmarketing; Source: De Belg en zijn Geld 2018

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Monthly funds section

Print rates

(in euros, excl. VAT)

	Dimensions*	Nationwide
2/1 page	290 mm H x 441 mm W (8 columns)	59,840
1/1 page	290 mm H x 206 mm W (4 columns)	29,920
1/2 page H	143 mm H x 206 mm W (4 columns)	17,730
1/2 page V	290 mm H x 102 mm W (2 columns)	17,730
1/4 page H	72 mm H x 206 mm W (4 columns)	10,600
1/4 page V	143 mm H x 102 mm W (2 columns)	10,600

*No trim

Content marketing rates	upon request
Specific placement	+25% surcharge

Online rates

Context & Data Investors in Funds (in euros, excl. VAT)

Boost your print campaign in Fonds with the "Investors in Funds" package: an online campaign on tijd.be | lecho.be. Your campaign will appear for one or two weeks on fund-related pages (Markten Live, Portfolio, Fundfinder etc.) and will be (re)targeted at frequent visitors of fund pages.

Context - Investors in Funds (site + app)*	300,000 impressions	20,000
Audience/Data - Investors in Funds (site + app)**		

*1 or 2 weeks on fund-related pages (Markten Live, Portfolio, Fundfinder etc.) on tijd.be | lecho.be
**1 or 2 weeks (re)targeting on "Fund Investors" on tijd.be | lecho.be, impact display (billboard or half page)

new

Finpro Package

Our online unique Finpro Package allows you to reach out to 33,000 B2B finance professionals via lecho.be | tijd.be. Contact us for more information.

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General Terms and Conditions

Booking deadline

Booking: 17 days before the publication date

Material: 10 days before the publication date

Branding

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Cancellation

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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

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