

# De Tijd | L'Echo

Creative formats 2026



**Pano**

---

**Exclusive newspaper**

---

**Advertorial**

---

**Promotional inserts (or encartage)**

---

**Half wrap**

---

**Delivery of Newspapers**

---

**Merchandising**

---

**Memostick**

# Pano

## De Tijd | L'Echo

A pano is an impactful double page in L'Echo | De Tijd with which you can creatively promote your brand or product. It can be built up as a **double page**, or as a **creative pano** which is spread over several pages.

### Key Figures

<b>Circulation print + digital replica (week)*</b>	95,532 (21,565 L'Echo   73,967 De Tijd)
<b>Circulation print + digital (weekend)*</b>	108,536 (De Tijd 83,627   L'Echo 24,908)
<b>Publication</b>	Tuesday - Saturday
<b>Format</b>	1/1 p, 1/2 p, 1/4 p (no juniorpage)

### Rates

On demand





# Exclusive newspaper

## De Tijd | L'Echo

Give more impact to your brand by spreading your campaign over **4 consecutive pages**. You can combine different formats.

### Key Figures

<b>Circulation print + digital replica (week)*</b>	95,532 (21,565 L'Echo   73,967 De Tijd)
<b>Circulation print + digital (weekend)*</b>	108,536 (De Tijd 83,627   L'Echo 24,908)
<b>Publication</b>	Tuesday - Saturday
<b>Format</b>	1/1 p, 1/2 p, 1/4 p (no juniorpage)

### Rates

On demand





# Advertorial

## De Tijd | L'Echo

**Editorial advertisement** (advertorial) in an editorial publication by Mediafin. The content of the advertisement is the responsibility of the advertiser. As an option, **Content Republic**, the branded content department of Trustmedia, can offer the editorial and/or layout services for the advertisement.

### Key Figures

<b>Circulation print + digital replica (week)*</b>	95,532 (21,565 L'Echo   73,967 De Tijd)
<b>Circulation print + digital (weekend)*</b>	108,536 (De Tijd 83,627   L'Echo 24,908)
<b>Publication</b>	Tuesday - Saturday
<b>Format</b>	1/1 p, 1/2 p, 1/4 p (no juniorpage)

### Rates

On demand



(\*) Declaration Circulation CIM 2025



# Advertorial Conditions

- At the top of each page and sufficiently big, the advertisement includes the **mention ADVERTORIAL**. In the case of a double page spread (pano), this mention must appear on both pages.
- In addition, the advertisement includes – in clear text – the mention 'this publication is the responsibility of X', whereby X is clearly recognizable as the advertiser or the advertised brand.
- Every advertorial or editorial advertisement must be presented (via Trustmedia) to the editorial department for approval. The editorial department holds the right to refuse nonpresented advertisements or to change them according to the design requirements without prior discussion.
- The possible formats for an advertorial are, for the newspaper: a full, half or quarter page (no junior page); and for the magazines: a full page or a spread.
- Advertorials are subject to the **standard placement agreements** for the newspaper or magazine. However, additional placement rules apply. They are excluded from cover positions (backcovers (C4), Cover 3, and Cover 2 + RP) and may not be placed before the middle of a magazine or before page 12 in newspapers. In Sabato, advertorials may also not appear in the tunnels (double-page spreads) before the table of contents
- Advertorials are clearly different to the editorial content in terms of look and feel. The advertiser uses a different font(s) to the newspaper or magazine. The font types Coranto, ARS Maquette and Retina are excluded. Both the title and the body text are put in layout in sans serif font.
- The advertiser uses different style elements than editorial product in which the advertisement is published. As a result, the column widths (grid), quotes, image captions, date lines, signing, colour codes... show no resemblance to the newspaper or the magazine in which the advertorial is published. The advertiser does not use or refer to any media-specific layout styles of the newspaper or the magazines.
- The advertiser never refers to the brand names of the Mediafin publications, and never gives the impression that the editorial office has been involved in the creation of the advertisement. The advertiser does not use any texts by the editorial department or by regular contributors to the newspaper or its magazines.
- The chief editorial staff holds the right to refuse advertorials that conflict with the editorial direction of the newspaper (similar to standard advertisements).

## Material delivery

- Upload your material via the personalized link in the mail that you will receive 15 days before publication

# Promotional inserts (or encartage)

## De Tijd | L'Echo



A promotional insert (or encartage) is a **brochure or folder that is distributed as an insert with the newspaper** for the full circulation.

### Key Figures

<b>Circulation print + digital replica (week)*</b>	95,532 (21,565 L'Echo   73,967 De Tijd)
<b>Publication</b>	Tuesday - Saturday
<b>Format</b>	1/1 p, 1/2 p, 1/4 p (no juniorpage)

### Rates

(in euros, VAT excl.)

L'Echo	Base Rate	Shipping	Total
<30g	14,620	530	15,150
30-50g	15,000	530	15,530
>50g	15,390	530	15,920

### De Tijd

<30g	25,340	1,400	26,740
30-50g	25,990	1,400	27,390
>50g	26,720	1,400	28,120

### National

<30g	39,920	1,900	41,820
30-50g	40,950	1,900	42,850
>50g	42,110	1,900	44,010

- In case of a national insert, a Horizontal Banner (862 x 147 pixels) in the digital newspaper is included in the rate.
- It is possible to animate the insert by a picture gallery on tablet, surcharge € 3,900. Extra days can be added at € 900/day. · Cost price for printing an encartage or maximum weight >100gr: available upon request.
- For print work on newspaper-quality paper and newspaper format, which is inserted as an 'extra section' with De Tijd and/or L'Echo: rates on request.

# Promotional inserts (or encartage)

## Conditions

### Conditions

- For the encartage of financial or investor newsletters, other rates apply, and explicit approval and a separate quote must be requested from Trustmedia.
- For an encartage, a dummy must always be presented for technical approval. If dummies are not presented, Trustmedia is not responsible for eventual problems and/or non execution of the insert. Made extra costs in case of problems will be charged to the client.

### Deadlines and approximate prints (week)

	Dummy		Insert	
	Deadlines	Quantity	Deadlines	Quantity
<b>De Tijd</b>	3 weeks before insert	20 à 50 blanco	7 working days before insert	24,200
<b>L'Echo</b>	3 weeks before insert	20 à 50 blanco	7 working days before insert	10,800

Reservations according to availability, at least 3 weeks before the scheduled encartment date.

### Get in contact

Sven Lybaert

Business Partner Digital  
sven.lybaert@trustmedia.be  
Tel. 02 422 05 08

### Insert (encartage) delivery

#### Delivery of Dummy for technical approval:

Mediafin - Christophe Meskens  
Avenue du Port 86C b 309  
1000 Brussels  
3 weeks before insert

#### Delivery of digital insert

##### L'Echo | De Tijd:

josine.vertongen@mediafin.be  
7 working days before insert

#### Delivery insert:

Avenue Robert Schuman 101  
1400 Nivelles

Min. Format: 135 mm x 90 mm

Max. Format: 230 mm x 315 mm

Max. Grammage: 100 gr

7 working days before insert

# Regional promotional inserts (or encartage) De Tijd

A promotional insert (or encartage) is a brochure or folder that is distributed as an insert with the newspaper for the full circulation in the chosen regions.

## Key Figures

<b>Circulation (week)</b>	cfr rates below
<b>Publication</b>	weekdays, Tuesday - Friday
<b>Format</b>	more info on technical leaflet



## Rates

(in euros, VAT excl.)

De Tijd	Quantity	Base Rate			Shipping	Total incl. shipping		
		<30g	30-50g	>50g		<30g	30-50g	>50g
<b>Antwerp</b>	5,950	6,990	7,190	7,360	320	7,310	7,510	7,680
<b>BXL + Flemisch Brabant</b>	4,550	8,130	8,340	8,570	320	8,450	8,660	8,890
<b>Limburg</b>	2,200	2,030	2,100	2,150	80	2,110	2,180	2,230
<b>East Flanders</b>	5,450	5,900	6,060	6,200	260	6,160	6,320	6,460
<b>West Flanders</b>	4,800	4,850	4,960	5,100	220	5,070	5,180	5,320

# Promotional inserts (or encartage)

## Conditions

### Conditions

- For the encartage of financial or investor newsletters, other rates apply, and explicit approval and a separate quote must be requested from Trustmedia.
- For an encartage, a dummy must always be presented for technical approval. If dummies are not presented, Trustmedia is not responsible for eventual problems and/or non execution of the insert. Made extra costs in case of problems will be charged to the client.

### Deadlines and approximate prints (week)

	Dummy		Insert
	Deadlines	Quantity	Deadlines
<b>De Tijd</b>	3 weeks before insert	20 à 50 blanco	7 working days before insert
<b>L'Echo</b>	3 weeks before insert	20 à 50 blanco	7 working days before insert

Reservations according to availability, at least 3 weeks before the scheduled encartment date.

### Get in contact

#### Commercial advertising

Sven Lybaert

Business Partner Digital  
sven.lybaert@trustmedia.be  
Tel. 02 422 05 08

#### Real Estate & Art

realestate@trustmedia.be  
art@trustmedia.be  
Tel. 02 422 05 09

### Insert (encartage) delivery

#### Delivery of Dummy for technical approval:

Mediafin - Josine Vertongen  
Avenue du Port 86C b 309  
1000 Brussels  
3 weeks before insert

#### Delivery of digital insert L'Echo |

##### De Tijd:

josine.vertongen@mediafin.be  
7 working days before insert

#### Delivery print insert

Avenue Robert Schuman 101  
1400 Nivelles

**Min. Format:** 135 mm x 90 mm  
**Max. Format:** 230 mm x 315 mm  
**Max. Grammage:** 100 gr  
7 working days before insert

# Half Wrap

## De Tijd | L'Echo

The half wrap is an extra half (vertical) advertisement page that is placed, like a 'flap', on top of the cover of the newspaper. The half wrap appears for the full circulation of the newspaper. The advertiser has at least the front and the inside of the half wrap available. The publicity message of the advertiser must be in line with the layout requirements of the publisher and must be approved by the chief editorial department.

### Key Figures

<b>Circulation print + digital replica (week)*</b>	95,532 (21,565 L'Echo   73,967 De Tijd)
<b>Publication</b>	Tuesday - Friday
<b>Format</b>	recto* = 440 mm H x 143 mm W verso* = 440 mm H x 143 mm W

\*+ 5 mm cut

### Rates

(in euros, VAT excl.)

<b>De Tijd</b>	74,970
<b>L'Echo</b>	49,260
<b>De Tijd   L'Echo</b>	124,260

### Deadline

Booking: 6 weeks before publication. Because of the specific paper requirements, a timely booking at the printer and the paper supplier is required..

### Conditions

- Brand mentioning of third parties in the form of logos or advertisements is not allowed in the insert gatefold unless after explicit agreement by Trustmedia and given a surcharge for brand mentioning of third parties (per brand).
- For the encartage of financial or investor newsletters, other rates apply, and explicit approval and a separate quote must be requested from Trustmedia. For an encartage, a dummy must always be presented for technical approval.



# Delivery of Newspapers

## De Tijd | L'Echo

### Conditions

- Brand mentioning of third parties in the form of logos or advertisements is not allowed in the insert gatefold unless after explicit agreement by Trustmedia and given a surcharge for brand mentioning of third parties (per brand).
- For the encartage of financial or investor newsletters, other rates apply, and explicit approval and a separate quote must be requested from Trustmedia. For an encartage, a dummy must always be presented for technical approval.

### Delivery of Newspapers

Copies of the newspaper (without letter or blister) are delivered to one address.

### Rates

(in euros, VAT excl.)

	Week	Weekend
<b>Transportation cost (per title)</b>	88	88
<b>Transportation cost (per copy)</b>	3,21	5,22
<b>From 50 copies</b>	2,55	4,02
<b>From 250 copies</b>	1,74	2,95



# Merchandising

## De Tijd | L'Echo

A 'Merchandising' is a special edition of the newspaper with limited circulation, which is used as a direct marketing tool. The complete cover page is replaced (with the exception of the header) by a message by the advertiser. Optionally, the second page of the newspaper, the last page or an inner page can also be completed by the advertiser.

The Merchandising newspaper is printed with limited circulation and is distributed to a database (delivered by the advertiser). The Merchandising newspapers can also be delivered in bulk to one address. The delivery to the database takes place one day after the newspaper's publication date.



### Key Figures

<b>Circulation</b>	min. 250 and max. 2.500
<b>Publication</b>	weekdays, Tuesday - Friday
<b>Format</b>	Berliner (290 mm W x 440 mm H)

### Rates

(in euros, VAT excl.)

	De Tijd	L'Echo	National
<b>Fixed amount per merchandising</b>			
<b>Title right</b>	23,370	18,060	41,430
<b>Changes/page</b>	2,790	2,710	5,500
<b>= Start-up price</b>	26,170	20,780	46,930
<b>Cost per copy</b>	3,21	3,21	3,21

### Conditions

→ A Merchandising page is clearly different to the newspaper in terms of look and feel. The advertiser uses a different font(s). The fonts Chronicle, Gotham and Retina are excluded. Both the title and the body text are put in layout in sans serif font. The advertiser uses different style elements. As a result, possible columns, quotes, image captions, date lines, signage, colour codes... show no resemblance to the newspaper. The advertiser does not use or refer to any media-specific layout styles of the

newspaper or the magazines.  
→ The layout of that front page must meet the layout requirements of the publisher and must be approved by the chief editorial department. Next to the title of the newspaper, a mention 'special edition' must be included clearly and sufficiently big.

### Material delivery

→ Upload via custom link in the email you receive 15 days before publication

# Memostick

## De Tijd | L'Echo

A MemoStick is a means of advertising for newspapers whereby an adhesive note, comparable to a Post-it, is attached at the top next to the title of the newspaper. The note can be easily removed from the newspaper and attached elsewhere or kept.

### Key Figures

<b>Circulation print + digital replica (week)*</b>	95,532 (21,565 L'Echo   73,967 De Tijd)
<b>Publication</b>	weekdays, Tuesday - Friday
<b>Format Memostick</b>	75 mm W x 73 mm H

### Rates

(in euros, VAT excl.)

<b>De Tijd</b>	28,130
<b>L'Echo</b>	19,460
<b>De Tijd   L'Echo</b>	47,600

Rates Memostick including production costs

### Deadline

Booking: 6 weeks before publication.



### Material delivery

→ Upload via custom link in the email you receive 15 days before publication



## Get in contact

### Digital

Sven Lybaert  
sven.lybaert@trustmedia.be  
02 422 05 08

### Finance & Finpub

Geert Spapen  
geert.spapen@trustmedia.be  
02 422 05 25

### B2B & HR

Kristof Vranckx  
kristof.vranckx@trustmedia.be  
02 422 05 53

### Government, Mobility & Telcom

Karina Jacobus  
karina.jacobus@trustmedia.be  
04 76 86 10 62

### Luxury, Lifestyle & Retail

Laurens Peeters  
laurens.peeters@trustmedia.be  
02 422 05 43

General terms and conditions of sale  
consultable at [trustmedia.be](https://trustmedia.be)  
Update 04/2026

**trustmedia**   
beyond advertising

part of Mediafin

Tour & Taxis, Avenue du Port  
86 C B309, 1000 Brussels

[trustmedia.be](https://trustmedia.be)