

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 43% of the Belgian financial assets. As **9 out of 10 is an investor, and 8 out of 10 invests in funds**, we can state that the newspapers L'Echo | De Tijd are **your gateway to (potential) fund investors**.

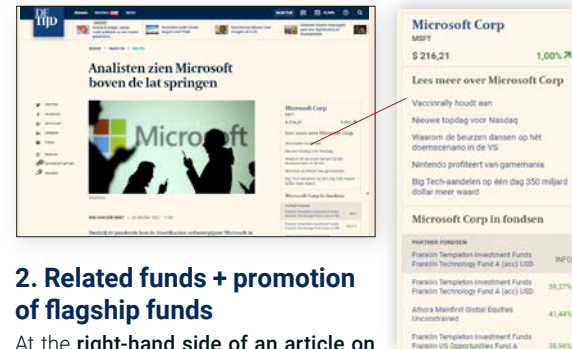
Via Data Connect, L'Echo | De Tijd offer 4 ways to reach this funds community

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 investors across our different platforms**.

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

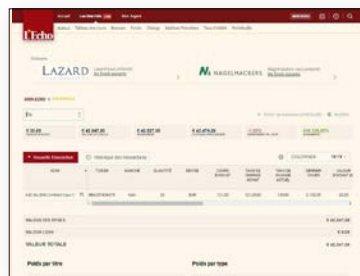
At the **right-hand side of an article on lecho.be | tijd.be**, appears an overview of **funds related to the covered scope of the article**. This overview also appears on the share pages of the stock listed companies.

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

3. Retargeting

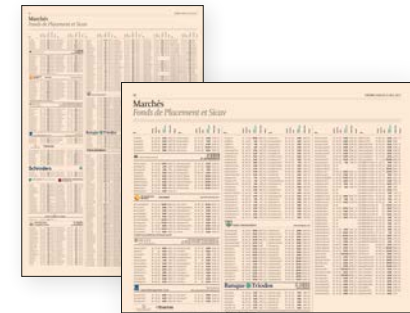
You decide **what funds you want to present to specific investors**. The **link with logos** to these funds appears in:

- more than 90,000 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

In L'Echo | De Tijd (weekend) & in Fonds magazine (monthly).



5. The new online fund "showcase" page with your logo

Visitors of tijd.be and lecho.be are connected with a single click to your selected fund lines and their net asset value.



Source: The Belgians and their Money, Kantar 2021

Funds – Where asset managers meet investors

Rates (excl.VAT)*

	Data Connect	Data Connect Premium
	€ 120	€ 265
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	✓	✓
Online fund showcase page (Fondsenetalage / Vitrine des Fonds) with logo	✓	✓



Preferred positioning sponsored link on top of related funds

✓

Retargeting on top of portfolio & in newsletter "Fondsen deze week" / "L'actu des Fonds".



✓

Technical specifications

- The appearance of the funds lines will be tacitly renewed on a monthly basis.
- Annulation of the publication can be done with a 3 months notice.
- The logo publication can be cancelled with a 3 month notice prior to the tacitly renewal of the contract.

	National	L'Echo	De Tijd
Logo in newspaper and fund showcase + contact info/year	€ 8,385	€ 3,834	€ 4,551

* Agency commission only possible for logos

