Data Connect
L’Echo | De Tijd
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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 7 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)**

<table>
<thead>
<tr>
<th></th>
<th>Data Connect</th>
<th>Data Connect Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data</td>
<td>€ 130</td>
<td>€ 286</td>
</tr>
<tr>
<td>Presence in ‘Fund Finder’</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Search via ISIN code</td>
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<td>✓</td>
</tr>
<tr>
<td>Listing in newspaper (print + digital)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Search via name</td>
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<tr>
<td>Available for selection in ‘Portfolios’</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Included in ‘Related Funds’ non sponsored</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Included in ‘Other investors also looked at’ non sponsored</td>
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<td>✓</td>
</tr>
<tr>
<td>Online fund showcase page (Fondsenetalage / Vitrine des Fonds) with logo</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**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 tacit renewal of the contract.

**Preferred positioning**

Preferred positioning sponsored link on top of related funds

<table>
<thead>
<tr>
<th>Retargeting on top of portfolio</th>
<th>National</th>
<th>L’Echo</th>
<th>De Tijd</th>
</tr>
</thead>
<tbody>
<tr>
<td>&amp; in newsletter “Fondsen deze week” / “L’actu des Fonds”</td>
<td>€ 9,056</td>
<td>€ 4,141</td>
<td>€ 4,915</td>
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</table>

* Agency commission only possible for logos
Specific Conditions

Conditions

• Agreements for Data Connect are concluded for a period of one (1) year (with monthly billing). After one (1) year, the Agreement is tacitly renewed for an indefinite period of time (subject to any price revisions in accordance with the General Terms and Conditions). The Advertiser may terminate the Agreement after one (1) year subject to three (3) months’ notice (provided that the minimum one (1) year period has elapsed). Logo Agreements can be terminated only once (1) a year subject to three (3) months’ notice to end on the anniversary of the Agreement.

• Trustmedia will invoice the fees for Data Connect to the Advertiser on a monthly basis:
  a. if the placement occurs before the sixteenth (16th) of the month, the monthly fees will be invoiced within the current calendar month, and
  b. if the placement occurs on or after the sixteenth (16th) of the month, the monthly fees will be invoiced in the month following the current calendar month.

• The fee for the logo will be invoiced by Trustmedia to the Advertiser annually, and for the first time at the start of the Agreement (this for an upcoming period of twelve (12) months).

• If the Agreement is terminated before the sixteenth (16th) of the month, the current month shall count as the first (1st) month of the notice period. If the Agreement is terminated after the sixteenth (16th) of the month, the following month shall be considered the first (1st) month of the notice period.
Get in contact

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