



Fonds 2024

L'Echo | De Tijd

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

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
13 March	Fund awards	4 march	5 march
15 May	Sustainable investing & thematic funds	6 May	7 May
19 June	Outlook S2 (CM*)	10 June	11 June
18 September	Trends in the fund market (incl. ESG, trackers,...)	9 September	10 September
13 November	Pension savings funds and mixed funds	4 November	5 November
11 December	Outlook 2025(CM*)	2 December	3 December

Key Fonds figures



Publication form
print + digital



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



511.700
(contacts total brand)



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

Key readership figures



Readers own an average of
5.4x more movable assets
than the average Belgian



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



8 out of 10
readers invest
in funds



88% of the decision makers
uses L'Echo | De Tijd as a
professional tool

*CM: contentmarketing; Source: CIM 2023 ; The Belgians and their Money 2021, ; Decision Power within Belgian Companies, Kantar 2021

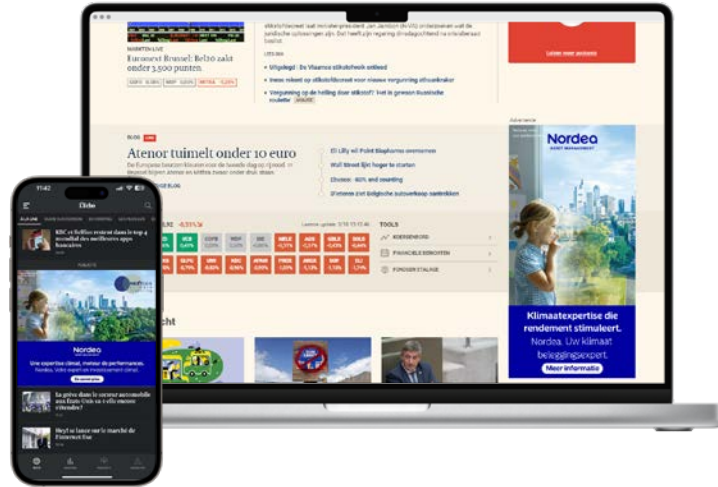
Print rates

(in euros, excl. VAT)

	Dimensions*	Nationwide
2/1 page	290 mm H x 441 mm W (8 columns)	69,600
1/1 page	290 mm H x 206 mm W (4 columns)	34,800
1/2 page H	143 mm H x 206 mm W (4 columns)	20,620
1/2 page V	290 mm H x 102 mm W (2 columns)	20,620

*No trim

Content marketing rates	upon request
Specific placement	+25% surcharge



Online campaign Investors in Funds Package

Boost your print campaign in Fonds with the "Investors in Funds" package on tijd.be | lecho.be. Your campaign will appear for 2 weeks on fund-related web pages and is ge(re) targeted at surfers with an above-average interest in investing in funds.

Finpro Package

Thanks to a first-party data segment of more than 55,000 registered and subscribed finance professionals, we offer you a conclusive and targeted solution to reach this selective target group reach. More info: see our online rates



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