



De Tijd | Mijngeld L'Echo | Mon Argent 2025

Personal finance magazine

The ultimate point of reference for personal finance

L'Echo | Mon Argent, De Tijd | Mijn Geld; the **personal finance** section in L'Echo | De Tijd, is aimed at a broad audience with the right mindset: **people who are actively looking for the smartest ways to manage their money.**

Newspaper section & magazine

- **Every Saturday**, L'Echo | Mon Argent, De Tijd | Mijn Geld is published in the L'Echo | De Tijd business newspapers as a personal finance section covering the hot topics of the past week
- **4 times a year, on a Saturday**, Mon Argent | Mijn Geld is published as **a separate magazine** included with every weekend copy of L'Echo | De Tijd

Editorial topics

Mon Argent | Mijn Geld guides its readers through **key moments** in their lives: from **conscious money management** and **investing** to real estate and **tax tips and inheritance** advice.

Cross-media approach

L'Echo | Mon Argent, De Tijd | Mijn Geld opts for a cross-media approach. 24/7 online, weekly topical topics in the weekend paper and **in-depth interpretation** via the magazines.

Calendar*

Date	Title	Booking	Content
22 February	Real estate Guide I	5 February	12 February
24 May	Tax Guide	6 May	14 May
13 September	Succession Guide	27 August	3 September
13 December	The great Savings and Investment guide	26 November	3 December

*Calendar subject to editorial changes

Key figures



Publication date

in De Tijd | L'Echo



Language

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



Print + digital replica

141.998



Monthly unique readers

288 900
(total brand: print + online)

Key readership figures



8 in 10 is **responsible for purchasing** financial products within their household



Average financial assets of **€ 694,000** (five times more than the average Belgian)



44% save more than 1,000 euros per month

Source: CIM BPS 2024 (total brand) ; The Belgians and their Money, Kantar 2021 ; * CIM Authenticated Circulation jan. – dec. 2023

Magazine rates & formats

Print

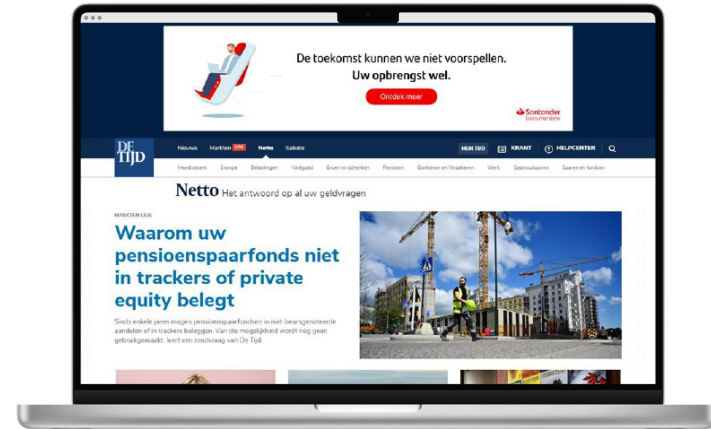
Rates

(in euros, excl. VAT)

	Nationwide	L'Echo Mon Argent	De Tijd Mijn Geld
2/1 page	32,730	14,360	22,830
1/1 page	16,540	7,320	11,470
1/2 page	12,140	5,470	8,320
cover 4	23,160	10,250	16,060
cover 3	20,170	8,930	13,990
cover 2	22,320	9,880	15,480
FRHP (prima posta)	20,680	9,150	14,340
specific placement	19,510	8,640	13,530
Creative advertising	Custom creative formulas (native content, tabernacle, half wrap, gatefold, etc),,,,		

Formats

	bleed, (with,5,mm,trim,all,around)
2/1 page	297mm H x 420mm W
1/1 page	297mm H x 210mm W
1/2 horizontal	148,5mm H x 210mm W
1/2 vertical	297mm H x 110mm W



Online

Context & first party data targeting personal finance

(in euros, excl. VAT)

Your digital campaign in the specific online personal finance context of lecho.be | tijd.be and targeted at an online user segment, compiled using first-party data. Targeting the retail savers & investor segment that has a portfolio with a value between €50K and €500K or to the "affluent individuals" with assets of more than €500K. More info: see our digital rates



Contact us

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