



Sabato, Wealth, L'Echo | Mon Argent De Tijd | Mijn Geld

Creative formats

Advertorial — Publishing on demand

L'Echo | Mon Argent - De Tijd | Mijn Geld & Sabato

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



Get in contact

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Advertorial — Publishing on demand

Conditions

- At the top and sufficiently big, the advertisement includes the mention ADVERTORIAL. 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 non-presented 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 agreements with regards to placement in the newspaper or the magazines, but cover and page 3 are excluded. Advertorials are never inserted in the middle of the layout of the newspaper or magazine.
- 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).

Get in contact

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Material delivery

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

Promotional inserts

L'Echo | Mon Argent - De Tijd | Mijn Geld, Sabato, Wealth

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

Format

- Sabato regular
min. 210 mm H x 148 mm W
max. 285 mm H x 230 mm W
- Sabato oblong
min. 148 mm H x 210 mm W
max. 230 mm H x 285 mm W
- L'Echo | Mon Argent - De Tijd | Mijn Geld
max. 285 mm H x 201,5 mm W
- Wealth (glued)
max. 285 mm H x 210 mm W

CIM circulation (print & digital replica)

CIM Authenticated Circulation 2023:

- Sabato : 133,106
- Wealth : 133,106
- L'Echo | Mon Argent & De Tijd | Netto : 141,997

Number of (print) copies to supply:	FR	NL
Sabato (weekend)	21,000	60,000
L'Echo Mon Argent - De Tijd Mijn Geld (weekend)	24,000	67,000
Wealth (weekend)	21,000	60,000

Rates (in euro, VAT excl.)

	national	FR	NL
stapled (4-8p.)	37,330	10,580	26,770
stapled (8-16p.)	43,450	12,290	31,160

A dummy must always be presented for technical approval.



Get in contact

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Promotional inserts

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

dummy or maquette	copies	insert (print + digital)
deadline 3 weeks before insert	5	deadline 7 working days before the insert date
Reservation according to availability, at least 3 weeks before the insert date. it is possible to insert your insert in our digital newspaper (included in the price)		

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Delivery material

Dummy or maquette for technical approval
Mediafin - Josine Vertongen
Av. du Port 86C b 309 - 1000 Brussels
3 weeks before insert

Inserts
Roularta
Meensesteenweg 300, 8800 Roeselare
Mention: insert Sabato or Wealth or L'Echo | Mon Argent - De Tijd | Mijn Geld

Digital version of inserts in pdf (max 72KB)
josine.vertongen@mediafin.be

Blistering

Sabato

You can add your own publication of choice (flyer, leaflet,...) in Sabato, under blister. The publication will be added behind Sabato.

Format

- min. 210 mm H x 148 mm B
- max. 285 mm H x 230 mm B

CIM circulation (print & digital replica)

CIM Authenticated Circulation 2023: 133.106

Number of (print) copies to supply:	FR	NL
Sabato (weekend)	21,000	60,000

Rates

(in euro, VAT excl.)

	<30g	30g-100g	>100g
Sabato NL	38,050	57,080	71,350
Sabato FR	16,200	24,300	30,380
Sabato NL + FR	54,250	81,370	101,710



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Blistering

Conditions

- For the encartage of financial or investor newsletters, other rates apply, and an explicit approval as well as a separate quote must be requested from Trustmedia.

Deadlines and approximate prints (week)

dummy or maquette	copies	blistering (print + digital)
deadline 3 weeks before insert	5	deadline 10 working days before insert

Inserting your encart in our digital newspaper is possible (included in the price)

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Material delivery

Dummy or maquette for technical approval
Mediafin - Josine Vertongen
Av. du Port 86C b 309 - 1000 Brussels
3 weeks before insert

Inserts

Roularta
Meensesteenweg 300, 8800 Roeselare
Mention: blistering Sabato

Digital material in pdf (max 72KB)
josine.vertongen@mediafin.be

Tabernacle

Sabato

8 x more impact

Fully opened, the gatefold has a width of at least 3 pages, thus twice the size of a standard panorama.

Format

- Sabato regular
8 pages (285 mm H x 894 mm W)
- Sabato oblong
upon request

CIM circulation (print & digital replica)

CIM Authenticated Circulation 2023: 133.106

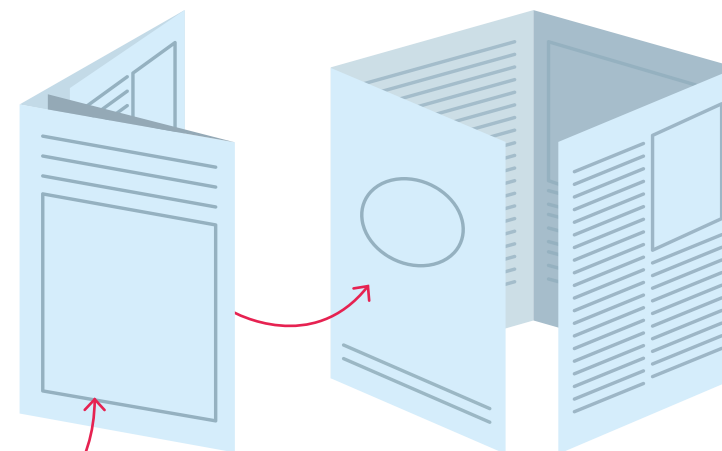
Number of (print) copies to supply:	FR	NL
Sabato (weekend)	21,000	60,000

Rates

(in euro, VAT excl.)

	base rate
national	75,180

Extra copies for own distribution available upon request



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Material delivery

josine.vertongen@mediafin.be

*in the magazine

Tabernacle

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.

Deadline

Material: 2 weeks before publication.

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Material delivery

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

josine.vertongen@mediafin.be

*in the magazine

Gatefold

Sabato

Rates

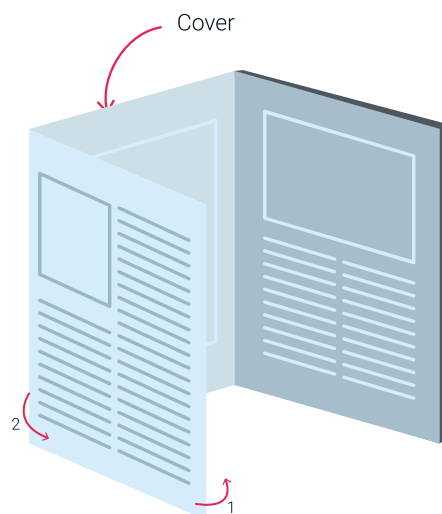
(in euro, VAT excl.)

	national
reverse gatefold	55,160
gatefold	55,160
gatefold +	58,850

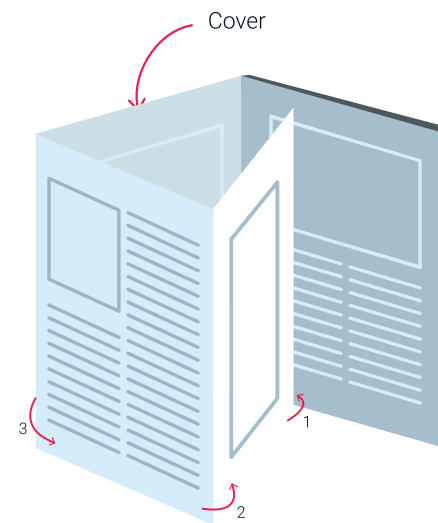
it is possible to insert your gatefold in our digital newspaper (included in the price)



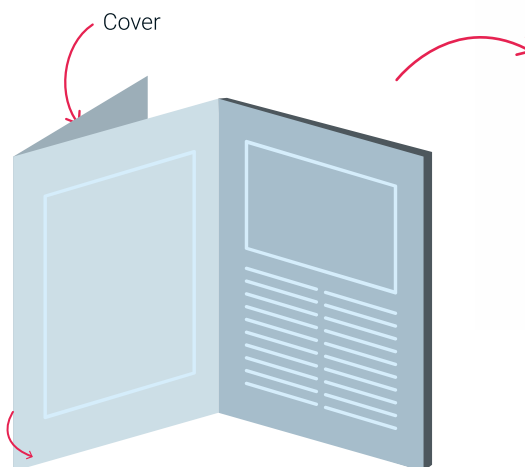
Gatefold



Gatefold+



Reverse gatefold



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Gatefold

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 a gatefold, a dummy must always be presented for technical approval. If dummies are not presented, Trustmedia is not responsible for possible problems and/or non execution of the insert. Made extra costs in case of problems will be charged to the client

Deadline

Material: 2 weeks before publication

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Material delivery

Dummy or maquette for technical approval:
Mediafin - Josine Vertongen
Av. du Port 86C b 309 - 1000 Brussels
2 weeks before insert

Inserts
Roularta
Meensesteenweg 300, 8800 Roeselare
Mention: insert L'Echo | Mon Argent - De Tijd | Mijn Geld or Sabato

Digital version in pdf (max 72KB)
josine.vertongen@mediafin.be

Sampling

Sabato

You can add a sample of your product of choice in Sabato. The product will be added to the Sabato magazine.

Important: we evaluate each proposed sample before publication.

Key figures

- **Format sample:**

min. 54mm H x 85mm W

max. 190mm H x 190mm W

- **Position:**

On the bottom right, only on the front (recto), first folder.

- **Form:**

ScentSeal, Flatpack, LiquaTouch, Scratch&Sniff cards, sachettes, enz.

CIM circulation (print & digital replica)

CIM Declaration circulation publishers

2023: 133.106

Number of (print) copies to supply:	FR	NL
Sabato (weekend)	21,000	60,000

Rates Glued (in euro, VAT excl.)

1/1 p (recto-verso / NL - FR)	17,800
Technical cost insert	9,800
Optional: technical cost machine glue	4,570

Rates Stapled (in euro, VAT excl.)

1/1 p (recto-verso / NL - FR) with flap	17,800
4x 1/1p (NL - FR)	17,800



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Sampling

Conditions

Deadlines and approximate prints (week)

dummy or maquette	copies	blistering (print + digital)
deadline 3 weeks before insert	5	deadlines 10 working days before insert

Possibility to insert the pdf-version in our digital newspaper (included in the price)

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Material delivery

Dummy of maquette for
technical approval:
Mediafin - Josine Vertongen
Av du Port 86C b 309 - 1000 Brussels
3 weeks before insert

Samples

Roularta
Meensesteenweg 300, 8800 Roeselare
Mention: sampling Sabato

Digital version in pdf (max 72KB)
josine.vertongen@mediafin.be



Get in contact

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