Digital Ratecard Q2
lecho.be | tijd.be
Our commercial partners now have more choice and control over how they access our unique audience through the websites lecho.be | tijd.be. Through our bespoke offering, advertisers will be able to run some of the most highly targeted campaigns available, using smart data models, retargeting and impact formats.
How digital works at Mediafin

Our 100% charter
For its digital advertisers, L’Echo and De Tijd launched and signed in 2017 an innovative, unique and binding charter with 4 firm guarantees. Check our charter on www.trustmedia.be

Our MRC-Certified partners
Our digital charter is established in collaboration with MRC-certified partners (http://mediaratingcouncil.org/Accredited%20Services.htm)

100% human
Mediain guarantees its advertisers fraud-free traffic. Campaigns are seen solely by human beings, not by robots.

100% viewability
Mediain guarantees that campaigns are effectively seen and not hidden in some obscure corner of our websites.

100% brand safety
Your brand campaign will only appear in appropriate advertising context that guarantees the full impact of your campaign.

100% privacy
We value the trust between readers, publisher and advertisers highly. We are committed to full transparency regarding the privacy legislation and the use of data.

100% viewability
Mediain guarantees that campaigns are effectively seen and not hidden in some obscure corner of our websites.

MOAT (by Oracle Data Cloud): https://moat.com
- Measuring real-time attention analytics
- 100% in-view impressions captation
- Meets sophisticated invalid traffic

ADmantX (acquired by Integral Ad Science): https://www.admantx.com
- Mediain collaborates with Admantx for its contextual targeting and brand safety.
- ADmantX’s NLP Semantic technology understands context and concept like humans do. Every source of information on tijd.be | lecho.be is analyzed and used in order to create optimal contextual targeting.

Akamai
- Outsmarting the most sophisticated and elusive bots
- Detecting and excluding bots on our websites

Our MRC-Certified partners
Our digital charter is established in collaboration with MRC-certified partners (http://mediaratingcouncil.org/Accredited%20Services.htm)
Digital = cross-platform reach

- Mediafin is a mobile first company: 50% desktop - 50% mobile browsing/native apps
- To ensure optimal reach, all digital campaigns will be placed on our responsive website(s) and apps.
- To ensure 100% delivery of campaign, formats have to be delivered for all breakpoints (desktop/tablet/smartphone) (see page 28).

Underdeliveries due to non-delivery of formats will not be compensated. See tech specs for detailed information (per site/placement).

Discover all our formats in the addendum (page 32).
Brand Metrics

Display Campaigns — Branded Content
- Brand lift
- Brand awareness
- Brand consideration
- Brand preference & Action
- Purchase Intention
- Detailed reporting

Brand surveys
Your brand survey on lecho.be | tijd.be

Free Brand Survey & Report for every campaign as of 15,000 € net net
L’Echo and De Tijd are fixed media values in Belgium. According to the Trust Survey (2021, Kantar) the Belgians have most trust in the news and advertising in the business newspapers L’Echo | De Tijd. Our top editorial staff delivers facts. And only the facts. With valid background information & news facts, inspiring luxury content (Sabato) and personal finance tips & tricks (Mon Argent | Netto).

Our powerful audience turns to L’Echo | De Tijd to stay updated about the latest business news and recent evolutions in the business and financial markets. Our readers are CEOs, decision makers, affluent influencers and entrepreneurs.

Our wealthy reader audience lives an exceptional lifestyle. Their high purchasing power makes them invest in art, fashion, design, real estate and more.

90% of our readers are intensive investors. They are very selective in the area of higher financial wealth and belong to higher income classes.

who read Belgian media; Source: The Belgians and their Money, Kantar 2021; Decision Power within Belgian Companies, Kantar 2021; Influencing Survey, InSites Consulting 2014

- **43%** of all **financial assets** held by Belgian families is owned by L’Echo | De Tijd readers*
- **55%** of the readers belongs to the top 10% of **largest assets** in Belgium
- **x4** L’Echo | De Tijd readers are 4x more **influencers****
- **6 out of 10** L’Echo | De Tijd reach 6 out of 10 of **decision makers***
How you can reach the lecho.be | tijd.be audience

Actually, there are two ways you can digitally reach out to lecho.be | tijd.be readers, either by targeting against a context and/or an audience. Based on the target group you'd like to reach, we propose performing digital formulas.

What

Contextual & 1st party data targeting
Live context
L’Echo & De Tijd readers

How

Packages
E-mailings
New - Conversion model
CPM (sections)
Packages
Newsletters
CPM (ROS)
Homepage +
CPH
Conversion model

- Branding & Awareness
- Live Contextual Targeting
- Context & audience Targeting
- Activation
- Lead

- CPM (ROS)
- Homepage +
- CPH

- CPM (sections)
- Packages
- Newsletters

- Packages
- E-mailings
- Activation package
Live context & first party data targeting

contextual audience

As our premium audience has specific interests, we encounter them on various pages of our site. These groups of readers repeatedly return to stay up-to-date and to inform decisions at their work or home. Built using profile data and first party data on a user’s behaviour on lecho.be | tijd.be, our first party data targeting lets you reach those actively seeking what your brand has to offer. Mix this with our qualitative live context and you’ll get your message to those interested in your brand and message.
Contextual + 1st party data targeting

Investors
- Investors
- Investors in Funds
- Investors in Real Estate
- Finance Professionals

B2B
- Business
- Technology
- Company Cars
- HR

Personal finance
- Retail Savers & Investors
- Affluent individuals

Luxury
- Luxury
- Luxury Cars

How digital works at Mediafin
Live context & first party data targeting
lecho.be | tijd.be readers
Live contextual targeting
Podcast
Addendum - Formats
Contact
lecho.be | tijd.be — Online ratecard — 10/49
Our investing readers track long term trends and short-term market volatility. They use L’Echo | De Tijd to get informed about investments and how to invest their money. They have the purchasing power to make the investments to boost their portfolios.

90% of our readers are investors

### Rates

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>Investors</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGEVIEWS</td>
<td>300,000</td>
</tr>
<tr>
<td>CONTEXT</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>1 week** on Investors Context**</td>
<td></td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>1 week* on Investors***</td>
<td></td>
</tr>
<tr>
<td>Net Value</td>
<td>23,360 €</td>
</tr>
<tr>
<td>Gross Value</td>
<td>26,331 €</td>
</tr>
</tbody>
</table>

(VAT excl.)
* Period: possibility to prolong period (f.e. 2 weeks)
** Investors Context: Markten Live / Portefeuille / Tools + ADmantX
*** Audience: investors

**NEW**
Upgrade this package with newsletter, homepage or activation package possibilities (cfr page 22 - 31).

Consult the “Audience Playbook” for more information on the composition of the audience.

Source: The Belgians and their Money, Kantar 2021
Contextual + 1st party data targeting – Investors in Funds

Our investing readers track long term trends and short-term market volatility. They use L’Echo | De Tijd to get informed about funds. They have the purchasing power to make the investments to boost their portfolios.

Rates

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>Investors in Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGEVIEWS</td>
<td>300,000</td>
</tr>
<tr>
<td>CONTEXT</td>
<td>x</td>
</tr>
<tr>
<td>**tijd.be</td>
<td>lecho.be**</td>
</tr>
<tr>
<td>1 week* on Funds Context**</td>
<td></td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>x</td>
</tr>
<tr>
<td>**tijd.be</td>
<td>lecho.be**</td>
</tr>
<tr>
<td>1 week* on Funds Investors***</td>
<td></td>
</tr>
<tr>
<td>Net Value</td>
<td>23,640€</td>
</tr>
<tr>
<td>Gross Value</td>
<td>27,135€</td>
</tr>
</tbody>
</table>

(VAT excl.)
* Period: possibility to prolong period (f.e. 2 weeks)
** Funds Context: Markten Live Funds / Portefeuille / Fund finder / Fund Radar & Tools + ADmantX
*** Audience: investors in funds

NEW
Upgrade this package with newsletter, homepage or activation package possibilities (cfr page 22 - 31).

Consult the “Audience Playbook” for more information on the composition of the audience.

90% of our readers are investors
80% of our readers invest in funds
Our readers with an interest in real estate rely on our content to inform their decisions when buying, renting and selling. They are looking for investment opportunities in real estate and properties to expand their portfolio. The real estate tools on lecho.be | tijd.be help them in their real estate purchase choices.

### Rates

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>Investors in Real Estate</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGEVIEWS</td>
<td>300,000</td>
</tr>
<tr>
<td>CONTEXT</td>
<td></td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>AUDIENCE</td>
<td></td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>Net Value</td>
<td>23,640 €</td>
</tr>
<tr>
<td>Gross Value</td>
<td>27,135 €</td>
</tr>
</tbody>
</table>

(VAT excl.)

* Period possibility to prolong period (e.g. 2 weeks)
** Real Estate Context: Real Estate, Entrepreneurship + ADmantX
*** Audience: Investors in Real Estate

NEW
Upgrade this package with newsletter, homepage or activation package possibilities (cfr page 22 - 31).

Consult the “Audience Playbook” for more information on the composition of the audience.
**FinPro package**

**Tailormade 1st party DATA package**

---

### Type

<table>
<thead>
<tr>
<th>Type</th>
<th>What</th>
<th>Impact Display</th>
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</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>Period: 4 weeks on tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>Registered data</td>
<td>Finance Professional Profiles (tijd.be</td>
<td>lecho.be registered/subscriptions)</td>
</tr>
<tr>
<td>Registered data</td>
<td>Finance Professional Profiles (newsletters subscription based)</td>
<td>IMU</td>
</tr>
<tr>
<td>Behavioural data</td>
<td>Heavy B2B FinPro visitors (5% top users during business hours only)</td>
<td>Billboard/Half Page</td>
</tr>
<tr>
<td>Plus Package</td>
<td>Declared opt-in Fin-Pro</td>
<td>Partner Mailing</td>
</tr>
</tbody>
</table>

### Prices

<table>
<thead>
<tr>
<th>Type</th>
<th>Net Value</th>
<th>Gross Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>23,920 €</td>
<td>29,500 €</td>
</tr>
<tr>
<td></td>
<td>32,892 €</td>
<td>39,772 €</td>
</tr>
</tbody>
</table>

---

**Reach out to 275,000 finance professional contacts in 4 weeks**

**100% online data solution**

**Qualitative & unique data solution** based on a mix of

- Professional e-mail addresses of more than 56,000 finance professionals
- Heavy “fin pro-users” of finance related pages on our sites during business hours
- Display bannering and a tailor-made partner mailing (optional)
Contextual + 1st party data targeting – Business

Every day, the decision makers, C-level managers and influencers who read L’Echo | De Tijd want to stay up to date about evolutions in their business and segment. 88% of the decision makers use L’Echo | De Tijd as a professional tool. We also identify a remarkable representation of young entrepreneurs amongst them: 25% of our readers is under the age of 35 years.

They rely on our content to have access to the latest information regarding news, politics, entrepreneurship ...

Our business packages put your brand also in the heart of the business news and the pages relevant for entrepreneurs, with a guaranteed reach and visibility (25% SOV).

### Rates

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGEVIEWS</td>
<td>300,000</td>
</tr>
<tr>
<td>CONTEXT</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>Net Value</td>
<td>23,640 €</td>
</tr>
<tr>
<td>Gross Value</td>
<td>27,135 €</td>
</tr>
</tbody>
</table>

(VAT excl.)

* Period: possibility to prolong period (f.e. 2 weeks)
** Business Context: News, Politics, Entrepreneurship, Career + ADmantX
*** Audience: Entrepreneurs

NEW
Upgrade this package with newsletter, homepage or activation package possibilities (cfr page 22 - 31).

Consult the “Audience Playbook” for more information on the composition of the audience.
Technological innovations influence our economy and daily life. The decision makers, C-level managers and influencers who read L’Echo | De Tijd want to stay up to date about all evolutions in the newest technologies. They rely on our content to keep on top of the latest technologies transforming life at home and at work: ‘Nextgen’, about entrepreneurship & start-ups, new technology & local heroes. Cloudplatforms, big data, connected items, artificial intelligence ...
Readers of L’Echo and De Tijd are twice as likely to have more cars in the family (2 or 3 cars). 9 out of 10 of the wealthy readers of L’Echo and De Tijd have bought a ‘new’ car. They also replace faster their car with a new one. Almost 3 out of 10 decide in 1 month time about their new purchase. Readers get twice as likely a company car.

Our readers like to be informed about the "green" options of cars; are interested in new technologies and are willing to pay for it. They look very specifically for car-related news and content about new technologies.

3,5x
Our readers have 3,5x more a premium car (value of min. € 60,000 incl. VAT, compared with av. Belgian

3x
brand (reputation) is 3x more crucial for our readers when purchasing a car

** Rates **

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>Company Car</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGEVIEWS</td>
<td>300,000</td>
</tr>
<tr>
<td>CONTEXT</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>Net Value</td>
<td>23,640 €</td>
</tr>
<tr>
<td>Gross Value</td>
<td>27,135 €</td>
</tr>
</tbody>
</table>

(VAT excl.)

* Period: possibility to prolong period (e.g. 2 weeks)
** Context: News, Politics, Entrepreneurship, Green cars, Sustainability, + ADmantX
*** Audience: Car Passionates

NEW
Upgrade this package with newsletter, homepage or activation package possibilities (cfr page 22 - 31).

Consult the "Audience Playbook" for more information on the composition of the audience
L’Echo | De Tijd already dedicate a lot of editorial attention to career related content: the new way of working, the war for talent, employer branding, wellbeing on the workfloor ...

The decision makers, C-level managers and influencers who read L’Echo | De Tijd want to stay up to date on trends, revolutions and evolutions in the HR-world and people management.

Rates

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>HR</th>
</tr>
</thead>
<tbody>
<tr>
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<td>300,000</td>
</tr>
<tr>
<td>CONTEXT</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>Net Value</td>
<td>23,640 €</td>
</tr>
<tr>
<td>Gross Value</td>
<td>27,135 €</td>
</tr>
</tbody>
</table>

(VAT excl.)

* Period: possibility to prolong period (e.g. 2 weeks)
** HR Context: News, Politics, Entrepreneurship, Career + ADmantX
*** Audience: HR Segment

NEW
Upgrade this package with newsletter, homepage or activation package possibilities (cfr page 22 - 31).

Consult the “Audience Playbook” for more information on the composition of the audience.
Our wealthy readers are cost-conscious. They look for the perfect balance of price-quality. Monargent.be | netto.be, the personal finance sections of L’Echo | De Tijd, offer tips & tricks for personal finance themes, like taxes, real estate, succession, insurances …

We distinguish amongst our readers a “retail segment” with active users having a portfolio and value between 50K € and 300K €. 

**Contextual + 1st party data targeting – Retail savers & investors**

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>Retail Savers &amp; Investors</th>
<th>Retail Savers &amp; Investors+</th>
</tr>
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<tbody>
<tr>
<td>PAGEVIEWS</td>
<td>150,000</td>
<td>212,845</td>
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<tr>
<td>CONTEXT</td>
<td>x</td>
<td>x</td>
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<tr>
<td>tijd.be</td>
<td>lecho.be</td>
<td></td>
</tr>
<tr>
<td>1 week* on Personal Finance Context**</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>tijd.be</td>
<td>lecho.be</td>
<td></td>
</tr>
<tr>
<td>1 week* on Retail Investors***</td>
<td>-</td>
<td>x</td>
</tr>
<tr>
<td>Newsletter Geldtip</td>
<td>Conseil d’Argent (3x)</td>
<td>-</td>
</tr>
<tr>
<td>Net Value</td>
<td>11,960 €</td>
<td>16,500 €</td>
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<tr>
<td>Gross Value</td>
<td>13,400 €</td>
<td>18,800 €</td>
</tr>
</tbody>
</table>

(VAT excl.)

* Period: possibility to prolong period (f.e. 2 weeks)
** Personal Finance Context: Netto | Mon Argent, Personal Finance + ADmantX
*** Audience: Retail Savers & Investors

Consult the “Audience Playbook” for more information on the composition of the audience.
Our wealthy readers are cost-conscious. They look for the perfect balance of price-quality. Monargent.be | netto.be, the personal finance sections of L’Echo | De Tijd, offer tips & tricks for personal finance themes, like taxes, real estate, succession, insurances …

We distinguish amongst our readers an “affluent segment” with active users with a portfolio and value > 300K €.

### Rates

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>Affluent Individuals</th>
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</thead>
<tbody>
<tr>
<td>PAGEVIEWS</td>
<td>300,000</td>
</tr>
<tr>
<td>CONTEXT</td>
<td>x</td>
</tr>
<tr>
<td>tjd.be</td>
<td>lecho.be 1 week* on High Net Worth Individuals Context**</td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>x</td>
</tr>
<tr>
<td>tjd.be</td>
<td>lecho.be 1 week* on Affluent Individuals***</td>
</tr>
<tr>
<td>Net Value</td>
<td>22,250 €</td>
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<td>Gross Value</td>
<td>26,170 €</td>
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</tbody>
</table>

(VAT excl.)

*Period: possibility to prolong period (f.e. 2 weeks)

** High Net Worth Individuals Context: Estate Planning, Asset Management, Personal Finance, Wealth, Luxury + ADmantX

*** Audience: Affluent Individuals

Consult the “Audience Playbook” for more information on the composition of the audience.
Contextual + 1st party data targeting – Luxury & Lifestyle

The affluent reader audience of luxury enthusiasts constantly seek out the best life has to offer. They are looking for the newest trends in Haute Horlogerie, jewellery and fashion, or engage in features on high living, art, beauty, design & architecture. The “Luxury & Lifestyle” segment shows an even higher purchasing power than our other readers and relies upon our editorial content for insights on how to deploy it.

43% of all financial assets held by Belgian families is owned by L’Echo | De Tijd readers*

L’Echo | De Tijd readers are 4x more influencers

<table>
<thead>
<tr>
<th>Rates</th>
<th>Luxury &amp; Lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPACT DISPLAY (billboard AND halfpage)</td>
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<tr>
<td>PAGEVIEWS</td>
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<tr>
<td>CONTEXT</td>
<td>x</td>
</tr>
<tr>
<td>tjd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>1 week* on Luxury &amp; Lifestyle Context**</td>
<td></td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>x</td>
</tr>
<tr>
<td>tjd.be</td>
<td>lecho.be</td>
</tr>
<tr>
<td>1 week* on Luxury &amp; Lifestyle Passonates***</td>
<td></td>
</tr>
<tr>
<td>Net Value</td>
<td>16,150 €</td>
</tr>
<tr>
<td>Gross Value</td>
<td>19,728 €</td>
</tr>
</tbody>
</table>

(VAT excl.)
* Period: possibility to prolong period (f.e. 2 weeks)
** Luxury & Lifestyle Context: Sabato, Culture, Luxury & Lifestyle + ADmantX
*** Audience: Luxury & Lifestyle Segment

Source: The Belgians and their Money, Kantar 2021; Influencing Survey, InSites Consulting 2014

NEW
Upgrade this package with newsletter, homepage or activation package possibilities (cfr page 22 - 31).

Consult the “Audience Playbook” for more information on the composition of the audience.
Contextual + 1st party data targeting – Luxury Cars

The affluent reader audience of luxury enthusiasts constantly seek out the best life has to offer. They are looking for the newest trends in Haute Horlogerie, jewellery and fashion, or engage in features on high living, art, beauty, design & architecture. The "Luxury & Lifestyle" segment shows an even higher purchasing power than our other readers and relies upon our editorial content for insights on how to deploy it.

€60,000
Readers of De Tijd | L’Echo are 3,5x more likely to have a private car with a value of at least VAT incl. €60,000*

57%
of the readers of De Tijd | L’Echo have at least two cars*

Rates

<table>
<thead>
<tr>
<th>IMPACT DISPLAY (billboard AND halfpage)</th>
<th>Luxury &amp; Lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGEVIEWS</td>
<td>245,119</td>
</tr>
<tr>
<td>CONTEXT</td>
<td>x</td>
</tr>
<tr>
<td>1 week* on Luxury &amp; Lifestyle Context**</td>
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<td>AUDIENCE</td>
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<tr>
<td>1 week* on Luxury &amp; Lifestyle Passionates***</td>
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<tr>
<td>Net Value</td>
<td>16,150 €</td>
</tr>
<tr>
<td>Gross Value</td>
<td>19,281 €</td>
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</tbody>
</table>

(VAT excl.)
* Period: possibility to prolong period (f.e. 2 weeks)
** Luxury & Lifestyle Context: Sabato, Culture, Luxury & Lifestyle + ADmantX
*** Audience: Luxury & Lifestyle Segment


NEW
Upgrade this package with newsletter, homepage or activation package possibilities (cfr page 22 - 31).
Our readers enjoy life and live an exceptional lifestyle. Sabato, the luxury magazine of L’Echo | De Tijd, enters the private lives of a difficult to reach target audience of busy professionals.

The Sabato-readers have a high luxury profile and constantly look for quality and authenticity in the items they buy and the experiences they live. Fashion, interior & design, watches, food & drinks, travel, … The readers are willing to SPEND MORE to have the products that match their personality. Reach out to this community with a guaranteed reach and visibility (100% SOV).

90% of the readers likes eating outdoor*

70% travels at least twice a year*

spends at least 1,500 € a year on fashion*  

44% owns a watch with a value higher than 2,500 €*

---

**Sabato Passion Survey, Kantar 2019; **Roadblock counts as one impression** Luxury & Lifestyle Context: Sabato, Luxury & Lifestyle-related content

---

**Rates**

| IMPRESSIONS | 145,119 | 145,119 |
| WHAT | 1 week in a Luxury and Lifestyle Context (Sabato + Luxury & lifestyle related content) |
| FORMAT | | |
| Billboard OR Halfpage | Billboard, Halfpage and Hangtime |
| Net Value | 8,530€ | 11,765€ |
| Gross Value | 9,678€ | 13,865€ |

(VAT excl.)

---

*Sabato Passion Survey, Kantar 2019; **Roadblock counts as one impression** Luxury & Lifestyle Context: Sabato, Luxury & Lifestyle-related content
Upgrade your package*

---

**Branding / impact**
- Upgrade
  - More impact
    - CPH / CPM
    - Homepage
    (cfr page 23 - 25)

**Context**
- Live context & first party data targeting packages
  (cfr page 18-31)

**Activation**
- Upgrade
  - More context
    - CPM
    - Newsletter
    - Data
    (cfr page 27 - 29)

- Upgrade
  - Activation package (cfr page 30)

* only in combination with one of the packages (B2B / Finance / Luxury / Affluent / Retail / ...)

---
If you'd like to have access to a vast selection of powerful and affluent decision makers, entrepreneurs and C-level business leaders, investors, consumers with high spending power in Belgium, we suggest to opt for the "lecho.be | tijd.be audience"-model.

Our CPM-audience campaigns allow you to position your brand through broader campaigns with more visibility throughout our sites.

**Rates**

<table>
<thead>
<tr>
<th>AD FORMAT</th>
<th>CPM (ROS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium display</strong></td>
<td></td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>56 €</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>56 €</td>
</tr>
<tr>
<td><strong>Impact display</strong></td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>67 €</td>
</tr>
<tr>
<td>Halfpage</td>
<td>67 €</td>
</tr>
</tbody>
</table>

(VAT excl.)

Source: The Belgians and their Money, 2021; Influencing Survey, InSites Consulting 2014; CIM 2020
Let your advertising shine on the first page users see when they enter our pages by choosing for the Homepage Plus (Flex) model.

- The Homepage Plus model allows you to reach the readers who enter our websites via the homepage and those who by-pass the homepage and enter our sites via external links (social media, newsletters ...)
- The Flex model lets you spread your SOV and budget over several weekdays.

Instead of one day at 100% SOV, choose

- 2 days of 50% each day,
- 3 days of 33% each day,
- 4 days of 25% each day,
- 5 days of 20% each day.

42% of daily tijd.be | lecho.be users still enter via homepage

75% of daily tijd.be | lecho.be users visit the homepage

2 The average OTS on the homepage

Rates

<table>
<thead>
<tr>
<th></th>
<th>Homepage plus</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>weekday</td>
</tr>
<tr>
<td>Impressions</td>
<td>295,000</td>
</tr>
<tr>
<td>Billboard</td>
<td>15,850</td>
</tr>
<tr>
<td>Halfpage</td>
<td>15,850</td>
</tr>
<tr>
<td>Roadblock (Billboard + halfpage)</td>
<td>26,420</td>
</tr>
<tr>
<td>Sliding doors</td>
<td>21,310</td>
</tr>
<tr>
<td>Sidewinder</td>
<td>19,640</td>
</tr>
<tr>
<td>Pushdown Billboard</td>
<td>19,640</td>
</tr>
</tbody>
</table>

(VAT excl.)
Our CPH-model guarantees you that your ads are seen for a minimum of 5 seconds per impression, with guaranteed 100% viewability and human traffic. This results in:

- impressions with a higher engagement & in-view time,
- qualitatively & quantitatively higher interactions with users,
- and a higher brand impact & ROI.

CPH allows you to measure the interaction between advertisers and an audience of investors, decision makers and affluent consumers. The transparent reporting & optimization towards time and engagement are real assets of this CPH-model.

The CPH video-model makes your ad move. Catch the eye of our users and generate more impact.

### Rates

<table>
<thead>
<tr>
<th>CPH Video Halfpage + Billboard</th>
<th>25 €*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad - Halfpage</strong></td>
<td>20 €</td>
</tr>
<tr>
<td><strong>Ad - Billboard</strong></td>
<td>20 €</td>
</tr>
</tbody>
</table>

*(VAT excl.)*

*Production costs & streaming included*
Our Outstream Video format allows you to embed a video in an editorial article on tijd.be and/or lecho.be. The video starts to play as soon as 50% of it is visible onscreen, the video pauses when users cannot see it, and resumes when it is in view again.

Rates

<table>
<thead>
<tr>
<th>Launch offer</th>
<th>CPM</th>
<th>Impressions</th>
<th>Media Value</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Outstream</td>
<td>82 €</td>
<td>500,000</td>
<td>41,000 €</td>
<td>17,000 €</td>
</tr>
</tbody>
</table>

- Campaign Time: 3 to 4 weeks
- Estimated split of impressions: 66% Dutch and 34% French
- Maximum spot length is 30 seconds, 15 or 20 second spots are recommended.
- Free Brand Metrics-Survey included

*Production costs & streaming included*
Live contextual targeting

Place your ad in specific editorial contexts. Our premium audience has very specific interests, which makes them navigate to specific contextual and editorial sections on our sites. Target the audience relevant for your brand on sites they often frequent.
Macro Contexts / Sector coverage / Trending topics

Choose your preferred type of context amongst these targeting possibilities:

**Macro Contexts**
Our readers have a broad field of interests. You can find them most on sections relevant to them. Our macro sections allow you to maximise your reach, while your brand is seen next to content relevant to your industry. Choose the macro context that suits your target audience best, and boost the impact of your brand.

Sections:
- News
- Invest
- Personal Finance
- Luxury & Lifestyle

**Sector coverage**
Our sector coverage solution allows you to place your brand next to the lecho.be | tijd.be coverage of specific industries or sectors. This solution is powered by ADmantX semantic technology: based on both the meaning of articles AND keywords, they identify different sectors.

For example:
- Technology
- Energy
- Investing
- Etc

**Trending topics (top tops)**
In challenging times, there is a high need for explanations and analysis. During the coronacrisis, we notice a significant rise of our digital visitors. We know that readers of L’Echo | De Tijd want to have trusted news at the actual moment.

ADmantX’s technology allows advertisers to associate their brand with our trending topics on the moments that matter.
- Durability (climat marches, world summits …)
- AI & Robotics
- Stock trends
- Economical highlights (Davos …)
- …

ADmantX’s technology also guarantees that campaigns won’t be shown in an appropriate advertising context: disasters, terrorism, negative context concerning your sector or brand …

**Rates**

<table>
<thead>
<tr>
<th>AD FORMAT</th>
<th>CPM (ROS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium display</td>
<td></td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>70 €</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>70 €</td>
</tr>
<tr>
<td>Impact display</td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>83,75 €</td>
</tr>
<tr>
<td>Halfpage</td>
<td>83,75 €</td>
</tr>
</tbody>
</table>

(VAT excl.)
## Newsletters

Our newsletters bring the news towards our readers. These daily/weekly appointments with only the best and most actual editorial content, are important traffic drivers. As they are GDPR-proof, you are sure to touch only those who really subscribed for these newsletters.

### Rates

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Registrations</th>
<th>Format</th>
<th>Frequency</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>L’Echo La Matinale – De Tijd Vandaag</td>
<td>337,069</td>
<td>IMU</td>
<td>1 day (Monday or Tuesday)</td>
<td>7,400 €</td>
</tr>
<tr>
<td>L’Echo L’actu à Midi – De Tijd Middag</td>
<td>45,525</td>
<td>IMU</td>
<td>1 day (Saturday)</td>
<td>5,700 €</td>
</tr>
<tr>
<td>L’actu du Jour – De Tijd Avond</td>
<td>58,547</td>
<td>IMU</td>
<td>1 day (weekday)</td>
<td>7,000 €</td>
</tr>
<tr>
<td>L’Echo Weekend – De Tijd Weekend</td>
<td>338,578</td>
<td>IMU</td>
<td>1 day (Saturday)</td>
<td>5,700 €</td>
</tr>
<tr>
<td>L’actu avant-bourse + Le point après-bourse Voor de bel + Na de bel</td>
<td>205,266</td>
<td>IMU</td>
<td>1 day (weekday)</td>
<td>7,000 €</td>
</tr>
<tr>
<td>L’actu des Fonds – Fonds en Deze Week</td>
<td>209,952</td>
<td>IMU</td>
<td>1 day (weekday)</td>
<td>7,000 €</td>
</tr>
<tr>
<td>Conseil d’Argent – Netto Geldtip</td>
<td>72,577</td>
<td>IMU</td>
<td>1 day (weekday)</td>
<td>1,300 €</td>
</tr>
<tr>
<td>Sabato Select</td>
<td>104,742</td>
<td>IMU</td>
<td>1 day (Monday until Friday)</td>
<td>1,800 €</td>
</tr>
<tr>
<td>De Tijd Immo - L’Echo Immo</td>
<td>50,595</td>
<td>IMU</td>
<td>1 day (Thursday)</td>
<td>900 €</td>
</tr>
<tr>
<td></td>
<td>107,892</td>
<td>IMU</td>
<td>1 day (Tuesday)</td>
<td>1,900 €</td>
</tr>
</tbody>
</table>

(VAT excl.)

Rates are based (and quarterly updated) on open read-% x CPM-rate macro context (medium rectangle).
## Activation package

### Activation-package (conversion model)*

<table>
<thead>
<tr>
<th>Platform</th>
<th>Site</th>
<th>Place</th>
<th>Formats</th>
<th>Pageviews in package (252,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsive Website</td>
<td>Mediafin Network websites (2 weeks)</td>
<td></td>
<td>Product &amp; target group related content*</td>
<td>Floorad</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>100,000</td>
</tr>
<tr>
<td></td>
<td>Retargeting on Data Segments**</td>
<td></td>
<td>Texted</td>
<td>150,000</td>
</tr>
<tr>
<td>E-mailing</td>
<td>De Tijd &amp; L’Echo CRM-database (1 day)</td>
<td>Partnermail</td>
<td>HTML-mailing</td>
<td>2,500</td>
</tr>
</tbody>
</table>

- **net value**: 11,690 €
- **gross value**: 15,535 €

---

*Product & target group related content:
e.g. Pension-related content: e.g. netto/pensioen, monargent/pensioen, Admantx keyword Pensioen/Pension, tools: Pensioncoach, ... Funds (pension)
e.g. Car-related content: e.g. news, ondernemen/entreprendre, Admantx keyword Green cars/ Green solutions, luxury cars, ...

**Retargeting on Data Segments:
e.g. Retail - affluent - pension + users who clicked on campaign
 e.g. Car & news segments, luxury & lifestyle segments + users who clicked on campaign

---

* Only in combination with one of the packages (B2B / Finance / Luxury / Affluent / Retail / ...)

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Live context & first party data targeting packages (cfr page 9 - 21)

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Upgrade Activation package

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How digital works at Mediafin  Live context & first party data targeting  [lecho.be | tijd.be readers](#)  **Live contextual targeting**  Podcast  Addendum - Formats  Contact  lecho.be | tijd.be — Online ratecard — [33/49]
Communicate with your customer one-to-one via our database of 150,000 high quality business contacts. An e-marketing campaign targeting prospects with real potential, namely readers of L'Echo | De Tijd strengthens your campaign. The GDPR-proof database is comprised of registered readers of L'Echo | De Tijd (opt-in addresses).

We can target
- function
- sector
- department
- size company
- location
- sex
- subscription
- portfolio
- Audience Segments: Investors in Funds, Affluent (+300k portfolio), Retail (50-300k portfolio), Investors in Real Estate, Technology, Entrepreneurs, Cars, Luxury, HR, Price comparers

### Rates

<table>
<thead>
<tr>
<th>One to one</th>
<th>Addresses</th>
<th>Price/address</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mailing</td>
<td>&lt; 20,000</td>
<td>0.95€</td>
</tr>
</tbody>
</table>

Design of the mail by Trustmedia: 500€ per mailing

* Can not be bought as a standalone product. Always to be combined with another advertising solution (web/app – newspaper) Minimum investment 7,500 € (VAT excl.)
Podcasts

L’Echo | De Tijd podcasts
In addition to print and digital, L’Echo | De Tijd has been focusing for a while now on supplementing qualitative journalism with podcasts for Belgian business professionals.
After such successful podcast series as ‘De Beurs van Tegenwoordig’, ‘De Tijd Vooruit’, ‘Tracker’ and ‘L’Echo Hors Pistes’, Mediafin is working to further develop regular podcasts from 2022 onwards.

A varied selection of podcasts
L’Echo | De Tijd provide extra editorial depth through daily livecasts (Daily), weekly podcasts on trending topics (Weekly) and thematic podcast series that address specific themes (Series).

Internal audio production department
To guarantee the same high-quality content as the journalistic content, Mediafin has expanded its internal audio production department (Orson).

Opportunities for your brand
You too can link your brand to the L’Echo | De Tijd podcasts by means of an impactful pre-, mid- and/or post-roll in which you share your expertise and knowledge. Or opt for a little more time and add a native plug-in to the end of the podcast. This gives you 3’ to expand on the editorial podcast. The perfect supplement to your campaign in our titles.

Our readers are very interested in our audio spin-offs and we often receive positive feedback on the podcasts. So, investing in an internal audio production department is a logical next step.

Peter Quaghebeur (CEO of Mediafin)

Key figures*

46% of the readers of L’Echo | De Tijd listens to podcasts

Podcasts are considered to be reliable and innovative

The affluent listen to podcasts twice as much as the general public

De Tijd | L’Echo are the most reliable business brands in Belgium

The readers possess 43% of Belgium’s financial assets

“Our journalistic texts in our app, on our site and in the newspaper enable us to reach more and more readers. With both a daily news podcast and thematic podcasts, we tap into other ways to inform and inspire people about economics and politics, investments and personal finance. But the goal remains the same: to inform and inspire readers and listeners through objective, reliable journalism and motivate them to come up with new ideas for their professional activities.

Isabel Albers (Editor-in-Chief of L’Echo and De Tijd)

Source: Affluent Benchmark Survey Europe, Ipsos 2019; Media Reactions Study, Kantar 2021; The Belgians and their Money, Kantar 2021; Trust Survey, Kantar 2021

Isabel Albers (Editor-in-Chief of L’Echo and De Tijd)
Daily Editorial Content

The daily livecasts for Belgian business professionals - 'Le Brief' from L'Echo and 'De 7' from De Tijd zoom in on the news of that day every weekday morning. Together with dedicated journalists from L'Echo | De Tijd, Sung-Shim Courier & Guillaume Cordeaux (L’Echo) and Bert Rymen (De Tijd) guide listeners through current events (business, investments, politics, etc.).

Extra visibility for your brand

Link your brand to the daily through inclusion in the pre- and post-roll. Or go the extra mile and share your expertise in a native extension (3').

Key figures

- Approx. 12 minutes
- Approx. 20 episodes per month (x2 - De Tijd & L’Echo)
- New episode every weekday morning
- Pre-roll ad: 10 seconds (no branding)
- Post-roll ad: 30 seconds OR Native stitch: max. 3 minutes
- No pure branding in pre-roll

Daily Podcasts ‘De 7’ and ‘Le Brief’

Daily podcast + sponsoring opportunity (example)

Approx. 12 minutes

<table>
<thead>
<tr>
<th>Pre-roll ad 10”</th>
<th>Current topics</th>
<th>Post-roll ad 30”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Current topics</td>
<td>Post-roll ad 30”</td>
</tr>
</tbody>
</table>

Daily podcast + sponsoring opportunity + native plug-in (example)

Approx. 12 minutes

<table>
<thead>
<tr>
<th>Pre-roll ad 10”</th>
<th>Current topics</th>
<th>Native 3’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Current topics</td>
<td>Native 3’</td>
</tr>
</tbody>
</table>

Sponsoring rates (in euros, excluding VAT)

<table>
<thead>
<tr>
<th>Budget net 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
</tr>
<tr>
<td>48,529</td>
</tr>
</tbody>
</table>

Additional conditions:

- A new ‘creative set’ is delivered every month. The months must not be consecutive. Every month delivery of new creative set and months must not be consecutive.
- Production cost not included
- Estimated downloads per month: 500,000
- Estimated ad impressions per month: 1,000,000

Sponsoring rates + native plug-in (in euros, excluding VAT)

<table>
<thead>
<tr>
<th>Budget net 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
</tr>
<tr>
<td>53,529</td>
</tr>
</tbody>
</table>

Additional terms and conditions:

- 1 month sponsorship - Exclusivity
- In pre- & post-roll, 1 time per week post-roll will be replaced by native-stitch
- Estimated downloads per month: 500,000
- Estimated ad impressions per month: 1,000,000
- Production cost of 1 native stitch included. Additional native stitch 5,000 euro and only on request
- This can only be done on request
Weekly in-depth editorial content
Every week, the 'Weekly' podcasts from L’Echo | De Tijd take a more in-depth look at trending topics. These editorial podcasts provide the necessary insight into current topics related to investments, business, politics and more.

Extra visibility for your brand
Link your expertise to this weekly and include your brand in the pre-, mid- and post-roll. Or go the extra mile and highlight your expertise in a native extension to the podcast.

Weekly Podcasts

Key figures
- Approx. 30 minutes
- Approx. 10 till 15 weekly per language
- weekly
- Pre-roll ad: 10 seconds
- Mid-roll ad: 30 seconds
- Post-roll ad: 30 seconds OR
- Native plug-in: max. 3 minutes

Daily podcast + sponsoring opportunity (example)
+/−30 minutes

<table>
<thead>
<tr>
<th></th>
<th>Editorial content</th>
<th></th>
</tr>
</thead>
</table>
| Pre-roll ad 10" |                   | Mid-roll ad 30" | Post-roll ad 30"

Sponsoring rates (in euros, excluding VAT)

<table>
<thead>
<tr>
<th></th>
<th>Mediavalue</th>
<th>Budget net 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 months exclusive sponsoring (DU &amp; FR)*</td>
<td>96,000</td>
<td>67,765</td>
</tr>
</tbody>
</table>

Creation of 2 native stitches included, delivery 2x per week
Postrolls when no native stitches are delivered.

Daily podcast + sponsoring opportunity + native plug-in (example)
+/−30 minutes

<table>
<thead>
<tr>
<th></th>
<th>Editorial content</th>
<th></th>
</tr>
</thead>
</table>
| Pre-roll ad 10" |                   | Mid-roll ad 30" | 3’ Native

Sponsoring rates + native plug-in (in euros, excluding VAT)

<table>
<thead>
<tr>
<th></th>
<th>Mediavalue</th>
<th>Budget net 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 months</td>
<td>115,000</td>
<td>80,000</td>
</tr>
</tbody>
</table>

Creation of 2 native stitches included, delivery 2x per week
Postrolls when no native stitches are delivered.
Series

Specific series
Several times a year, editorial series focus on a specific current topic. During eight 45-minute episodes, the series host provides listeners with the necessary explanations, discusses the background and even takes a closer look at various portraits.

Daily podcast + sponsoring opportunity
45 minutes

<table>
<thead>
<tr>
<th>Pre-roll ad 10&quot;</th>
<th>Thematic editorial content</th>
<th>Mid-roll ad 30&quot;</th>
<th>Post-roll ad 30&quot;</th>
</tr>
</thead>
</table>

Sponsoring rates (in euros, excluding VAT)

<table>
<thead>
<tr>
<th>Series</th>
<th>Mediavalue</th>
<th>Budget net 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>De Tijd</td>
<td>52,500</td>
<td>31,765</td>
</tr>
<tr>
<td>L’Echo</td>
<td>28,000</td>
<td>16,941</td>
</tr>
</tbody>
</table>

Daily podcast + sponsoring opportunity + native plug-in
45 minutes

<table>
<thead>
<tr>
<th>Pre-roll ad 10&quot;</th>
<th>Thematic editorial content</th>
<th>Mid-roll ad 30&quot;</th>
<th>3' Native</th>
</tr>
</thead>
</table>

Sponsoring rates + native plug-in (in euros, excluding VAT)

<table>
<thead>
<tr>
<th>Series</th>
<th>Mediavalue</th>
<th>Budget net 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>De Tijd</td>
<td>58,000</td>
<td>37,647</td>
</tr>
<tr>
<td>L’Echo</td>
<td>34,000</td>
<td>22,824</td>
</tr>
</tbody>
</table>

Creation of 1 native stitches included, delivery 1 day per week, remaining days as post-roll

Key figures
- Approx. 45 minutes
- Approx. 8 episodes (x2 - De Tijd & L’Echo)
- Pre-roll ad: 10 seconds
- Mid-roll ad: 30 seconds
- Post-roll ad: 30 seconds OR Native plug-in: max. 3 minutes
Your own native podcast

Share your expertise and claim thought leadership with your own native podcast or podcast series. Your podcast will be distributed on tijd.be and lecho.be and via the various podcast platforms.

A comprehensive activation campaign ensures impactful traffic to your podcast.

Rates
on request
Production material

Production cost
(in euros, excl. VAT)

<table>
<thead>
<tr>
<th>Editing existing material</th>
<th>Technical cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production prerolls Daily *</td>
<td>3,500</td>
</tr>
<tr>
<td>Production postrolls Daily</td>
<td>5,000</td>
</tr>
</tbody>
</table>

* 1 set = 1 NL + 1 FR

<table>
<thead>
<tr>
<th>Native stitch</th>
<th>Technical cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandatory creation by Mediafin</td>
<td>5,000 per 180 sec</td>
</tr>
</tbody>
</table>

Production is based on a script delivered by the advertiser, media or creative agency.

Prerolls should always have a link to our Daily Podcast ‘De 7’ or ‘Le Brief’.

The script must be delivered minimum 14 days before the start of the campaign. It will be produced after approval by Orson.
Addendum – Formats
## Impact Display

### Billboard

- **Desktop**
  
  - 970px x 250px

- **Tablet (Horizontal)**
  
  - 840px x 150px

- **Tablet (Vertical)**
  
  - 728px x 90px

- **Smartphone**
  
  - 320px x 100px
  - 640px x 200px

### Halfpage

- **Desktop**
  
  - 300px x 600px

- **Tablet (Horizontal)**
  
  - 300px x 600px

- **Tablet (Vertical)**
  
  - 300px x 250px

- **Smartphone**
  
  - 300px x 250px
  - 600px x 500px

<table>
<thead>
<tr>
<th>Format</th>
<th>Desktop</th>
<th>Tablet (H)</th>
<th>Tablet (V)</th>
<th>Smartphone</th>
<th>App</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970px x 250px</td>
<td>840px x 150px</td>
<td>728px x 90px</td>
<td>320px x 100px</td>
<td>640px x 200px</td>
</tr>
<tr>
<td>Halfpage</td>
<td>300px x 600px</td>
<td>300px x 600px</td>
<td>300px x 250px</td>
<td>300px x 250px</td>
<td>600px x 500px</td>
</tr>
</tbody>
</table>

General sales conditions are available on [www.trustmedia.be](http://www.trustmedia.be).
Premium Display

### Large leaderboard

- **Desktop**: 840px x 150px
- **Tablet (Horizontal)**: 840px x 150px
- **Tablet (Vertical)**: 728px x 90px
- **Smartphone**: 320px x 100px

### Medium Rectangle

- **Desktop**: 300px x 250px
- **Tablet (Horizontal)**: 300px x 250px
- **Tablet (Vertical)**: 300px x 250px
- **Smartphone**: 300px x 250px
- **App**: 600px x 500px

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How digital works at Mediafin  |  Live context & first party data targeting  |  lecho.be | tijd.be readers  |  Live contextual targeting  |  Podcast  |  [Addendum - Formats]  |  Contact  |  lecho.be | tijd.be | Online ratecard
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Sliding Doors

1. Standard IAB format

Format: Full screen

2. Sliding doors

3. Full page overlay
Pushdown Billboard

Format: 970 pixels x 250 pixels, expanded: 970 pixels x 500 pixels
Sidewinder

Format: 300 pixels x 600 pixels, expanded: 900 pixels x 600 pixels
Outstream Video

Companion ad: 640px W x 480px H

General sales conditions are available on www.trustmedia.be

lecho.be | tijd.be — Digital Ratecard

Live contextual targeting

How digital works at Mediafin
Live context & first party data targeting
lecho.be | tijd.be readers
Live contextual targeting
Podcast
Addendum - Formats
Contact

lecho.be | tijd.be — Online ratecard — 47/49
Specific conditions

Conditions
- Roadblock/Roadblock+ takes precedence over all other homepage formats. This means that in case of scarcity, Roadblock will be placed first. The other homepage formats are applied to any positions then available.
- Trustmedia aspires to ensure that the websites and applications on which it offers online Advertisements are available to visitors, but does not guarantee that these websites and applications will be available at all times, uninterrupted and in full. Trustmedia reserves the right to block or decommission the websites and applications unannounced for maintenance, modification or improvement, or to modify, expand, delete or otherwise change the website or application. Trustmedia is not liable for any damages arising as a result.
- If a measurement system needs to be used to determine the fee of an online advertising campaign, Trustmedia’s measurement system will be used. By industry standards (www.iab-belgium.be), a difference of up to 10% between the ad impressions measured by both parties will not be considered unusual and will not trigger a review of the fee. If the difference between the ad impressions measured by both parties exceeds 10%, Trustmedia and the Advertiser will jointly investigate the cause of the difference with the aim of resolving it. As long as the cause of the measurement difference is not found, Trustmedia’s measurement results shall be used to determine the fee.
- The Advertiser may only collect the following anonymous metadata using cookies, scripts or by other means: (i) how often the Advertisement has been viewed (number of views), (ii) the number of clicks and (iii) the following data: the screen resolution used, the browser used, the operating system used and which part of the Advertisement has been viewed in which period. Subject to the foregoing, the Advertiser is not permitted to collect information, store information or access information from users of Trustmedia’s websites and applications via cookies, scripts or by any other means. More specifically, the collection of information for the purposes of re-targeting, audience targeting and behavioural targeting, information about users’ behaviour on Trustmedia’s websites or applications is not permitted without Trustmedia’s prior written consent.

Cancellation
- If a digital advertising campaign is cancelled, Trustmedia will work with the Advertiser to find a common solution. From ten (10) working days before the placement, in case of cancellation, 100% of the fees specified in the Order Form will be charged.
- In case of cancellation of one or more Advertisements of an advertising campaign or a continuing performance contract, the volume discount (if any) allowed will be reviewed and invoiced in respect of the Advertisements already published.
- Costs already incurred by Trustmedia will be charged to the Advertiser in any case, regardless of the cancellation period and in addition to the cancellation fee (described above).