



Sabato

Media kit

Sabato - Never stop inspiring

Every Saturday, Sabato enters the lives of a **hard-to-reach target audience** of affluent influencers, decision makers and professionals with a passion for design, elegance and quality.

Top-class editorial photography, exclusives and top content on fashion, travel, interiors and design, cars, timepieces and fine dining ensure that Sabato remains the ultimate point of reference among its loyal readership.

Sabato Oblong

- Sabato publishes four specials in an exclusive and **stylish oblong format**. This **rectangular landscape format enhances the reading experience** and ensures that Sabato never stops surprising and inspiring, both in terms of content and inspiring adverts.
- In 2021, the Interior (08/05), Knokke (26/06), Interior (02/10) and Luxury (20/11) specials will also appear in an oblong format.

Specials

Aside its editorial specials, Sabato also publishes the following set features:

- **Sabato Knokke (26/06)**: extra distribution in the residential areas of Knokke
- **Sabato Summer (July - August)**: available throughout summer, including to non-subscribers
- **Sabato Luxury (20/11)**: extra distribution among a qualitative database of CEOs

Multimedia

- Sabato appears both in **print and online at sabato.be**.
- The weekly **"Sabato Select" newsletter** gathers the latest trends and articles in one place.

Key Sabato figures



Guaranteed distribution

Every Saturday in L'Echo | De Tijd



Language

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



Print & digital run*

108,600



Weekly contacts

139,000

(print & digital, without websites)

Key readership figures



Readers possess **39% of Belgium's** financial assets



Most **selective Belgian magazine** on **highest social class** (selectivity 288)



Readers love living the **high life and spend up to 4x more than average** on fashion, arts & culture, design, fine dining etc.



62% male, 38% female



Sabato readers have a high **luxury profile**

Sources: CIM 2020 - Readership Surveys Kantar, Ipsos, Insites Consultig; CIM Jan-Dec 2019 - Authenticated Circulation

Rates & formats



Rates: Luxury format

(in euros, excl, VAT)

	Nationwide	Sabato (FR)	Sabato (NL)
2/1 page	26,700	11,710	18,630
full page	13,490	5,970	9,360
1/2 horizontal	9,900	4,460	6,790
1/2 vertical	9,900	4,460	6,790
cover 4	18,880	8,360	13,100
cover 3	16,460	7,280	11,420
cover 2	18,220	8,060	12,640
cover 2 + RP	33,630	14,750	23,470
FRHP (prima posta)	16,860	7,460	11,700
specific placement (full page)	15,910	7,040	11,040
secunda + tertia posta (full page)	16,730	7,400	11,610

Rates: 'Luxurious Living' edition

(in euros, excl, VAT)

	Nationwide	Sabato (FR)	Sabato (NL)	Luxury format*
2/1 page	29,370	12,890	20,500	285 mm H x 460 mm W
full page	14,840	6,240	10,300	285 mm H x 230 mm W
1/2 horizontal	10,890	4,910	7,470	145 mm H x 230 mm W
1/2 vertical	10,890	4,910	7,470	285 mm H x 115 mm W
cover 4	20,770	9,200	14,410	*bleed (+ 10 mm trim)
cover 3	18,110	8,010	12,570	
cover 2	20,050	8,870	13,910	
cover 2 + RP	36,700	16,230	25,820	
FRHP (prima posta)	18,550	8,210	12,870	
specific placement (full page)	17,510	7,750	12,150	
secunda + tertia posta (full page)	18,410	8,140	12,770	



Rates: Oblong format

(in euros, excl, VAT)

	Nationwide	Sabato (FR)	Sabato (NL)	Oblong format*
2/1 page	29,370	12,890	20,500	230 mm H x 570 mm W
full page	14,840	6,240	10,300	230 mm H x 285 mm W
1/2 horizontal	10,890	4,910	7,470	115 mm H x 285 mm W
1/2 vertical	10,890	4,910	7,470	230 mm H x 142 mm W
cover 4	20,770	9,200	14,410	*bleed (+ 10 mm trim)
cover 3	18,110	8,010	12,570	
cover 2	20,050	8,870	13,910	
cover 2 + RP	36,700	16,230	25,820	
FRHP (prima posta)	18,550	8,210	12,870	
specific placement (full page)	17,510	7,750	12,150	
secunda + tertia posta (full page)	18,410	8,140	12,770	

Luxurious Living

Sabato Luxurious Living is an exclusive Sabato edition dedicated to all aspects of interior design and is published twice a year. Your advert will appear alongside top editorial content.



Sabato Oblong

- Special Interior (08/05)
- Sabato Knokke (26/06)
- Special Interior (02/10)
- Sabato Luxury (20/11)

General terms and conditions

Cover policies

- Options on covers automatically lapse four weeks prior to publication.
- If, more than four weeks prior to publication, Trustmedia finds another interested advertiser for a page on which a client has taken an option, that client will have 48 hours to take up its option.
- Priority for cover positions will be granted to the following, in the order set out below, even if an order for a regular advert has already been confirmed:
 - *Creative formulas (and C2 + RP)
 - *Nationwide adverts
 - *Sector adverts in Specials (Fashion, Interior, Watches)

Branding

Third-party branding in the form of logos or adverts is not permitted in inserts or adverts in Sabato, unless expressly agreed with Trustmedia and subject to an additional fee for third-party branding.

Cancellation

- If an advert is cancelled within 8 weeks prior to publication, 50% of the price will be charged.
- From 4 weeks prior to publication, the full price will be charged.
- Any booked cover, prima posta or special formula adverts cannot be cancelled or amended.
- In case of cancellation of one or more adverts that form part of a campaign or annual contract, the volume discount granted on adverts already published will be reviewed and invoiced.

Bookings and content

Booking deadline

17 working days prior to publication

Material deadline

10 working days prior to publication

Delivery material

Please **upload your material** using the personalised link in the e-mail you receive 15 days prior to publication.



Get in contact

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