



Sabato

Trade Fairs and Events

Sabato

Sabato - Never stop inspiring

Every Saturday, Sabato enters the lives of a **hard-to-reach target audience** of affluent influencers, decision makers and professionals.

Top-class editorial photography, exclusives and top content on a variety of topics ensure that Sabato remains the ultimate point of reference among its loyal readership.

Its **high-net-worth audience** has a broad range of interests. They buy more than average **art, antiques and cultures out of interest, passion and as an investment.**

Sabato Oblong

- Sabato publishes 5 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.
- Specials: Outdoor (12/03), Interior (30/04 & 01/10), Knokke & Beyond (25/06) and Luxury (19/11).

Specials

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

- **Sabato Knokke & Beyond (25/06):** extra distribution in the residential areas of Knokke
- **Sabato Summer (July - August):** available throughout summer, including to non-subscribers
- **Sabato Luxury (19/11):** extra distribution among a qualitative database of CEOs

Key figures



Format

Luxury magazine



Language

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



Guaranteed publication

Every Saturday in L'Echo | De Tijd



Print run

126,680
(of which 87,910 print; Decl. on honour 2021)



Audience

139,000
(print & digital, without websites, CIM 2020)

Rates and formats Sabato Regular

Sabato Regular

Your trade fairs and events in the spotlights in the regular formats of Sabato.

2022 rates

(in euros, excl. VAT)

| | Nationwide | Sabato FR | Sabato NL |
|-------------------------------|------------|-----------|-----------|
| 2/1 page (pano) | 7,910 | 3,875 | 5,940 |
| 1/1 page | 4,160 | 2,040 | 3,125 |
| Extra fee for right-hand page | 830 | 410 | 625 |
| Cover 3 | 5,050 | — | — |
| Advertorial (2/1 page) | 9,490 | 4,650 | 7,130 |

Sabato Regular formats

| Sabato Regular | no bleed |
|----------------|---------------------|
| 2/1 page | 257 mm H x 437 mm W |
| 1/1 page | 257 mm H x 207 mm W |

| Sabato Regular Premium | bleed (+10 mm trim) |
|------------------------|------------------------|
| Cover 3 | 285 mm H x 230 mm W |
| Advertorial | 285 mm H x 460 mm W |



Regular

Rates and formats Oblong

Sabato Oblong

Put more focus on your advertising by placing it in our horizontal oblong formats.

Format Oblong

- Special Outdoor (12/03)
- Special Interior (30/04 & 01/10)
- Sabato Knokke & Beyond (25/06)
- Special Interior (01/10)
- Sabato Luxury (19/11)

2022 rates

(in euros, excl. VAT)

| | Nationwide | Sabato FR | Sabato NL |
|-------------------------------|------------|-----------|-----------|
| 2/1 page (pano) | 8,695 | 4,265 | 6,535 |
| 1/1 page | 4,575 | 2,245 | 3,440 |
| Extra fee for right-hand page | 915 | 450 | 690 |
| Cover 3 | 5,580 | — | — |
| Advertorial (2/1 page) | 10,435 | 5,120 | 7,840 |

Sabato Oblong formats

Only for Sabato Interior (08/05), Sabato Knokke & Beyond (26/06), Special Interior (02/10) & Sabato Luxury (20/11).

| Sabato Oblong | no bleed |
|---------------|---------------------|
| 2/1 page | 207 mm H x 537 mm W |
| 1/1 page | 207 mm H x 257 mm W |

| Sabato Oblong Premium | bleed (+10 mm trim) |
|-----------------------|------------------------|
| Cover 3 | 230 mm H x 285 mm W |



Oblong

Rates and formats Sabato pack

Magazine

The print advertisement appears on Saturday in Sabato.

Website

The online impressions appear for one week on the web pages lecho.be | tijd.be.

Format

Medium rectangle (IMU): 300x250 px*

*Deliver in 300x250px en 600x500px (retina).
Static or dynamic (Gif with animation, no flash/
max. 100; KB/72 dpi/max. 15 sec. - static
image at the end, no loop after 15 sec.)

Sabato pack (national): magazine + lecho.be & tijd.be

| Magazine | tijd.be & lecho.be | Rate |
|----------|---------------------------|-------|
| 1/1 page | 60,000 impr. NL and/or FR | 4,950 |

Sabato pack FR: magazine + lecho.be

| Magazine | lecho.be | Rate |
|----------|-----------------|-------|
| 1/1 page | 20,000 impr. FR | 2,305 |

Sabato pack NL: magazine + tijd.be

| Magazine | tijd.be | Rate |
|----------|-----------------|-------|
| 1/1 page | 40,000 impr. NL | 3,650 |



General terms and conditions

Advertorial terms and conditions

- Adverts must clearly state 'ADVERTORIAL' at the top in a sufficiently large font.
- In addition, the advert must also contain the following statement in a clearly legible font: 'X is responsible for this publication', with X clearly identifiable as the advertiser or advertised brand.
- All advertorials or editorial adverts must be submitted to the editorial team (via Trustmedia) for approval. The editorial team reserves the right to refuse any adverts that have not been submitted, or to amend them to suit the format requirements without consultation.
- Advertorials must be clearly distinguishable from editorial content in terms of look and feel. Advertisers must use a different font to the one used by the newspaper or magazine. The Chronicle, Gotham and Retina fonts are prohibited. Both the title and the body text must be drawn up in a sans-serif font.
- The column width must be different to the one used by the editorial team.

Technical specifications for PDF file

- **PDF**
Your advert must be supplied in PDF format, in accordance with the Medibel+ standards. You can view these standards on www.medibelplus.be.
- **Colours**
CMYK
- **Images**
CMYK; TIFF, EPS or JPG - 300 dpi (normal) 1200 dpi (bitmap)
- **ICC profile**
We recommend that you use the IsoCoatedv2 ICC profile. Please make sure you include this at the end of the PDF file name: "name_IWC.pdf". That way, we can ensure the best possible print result for your adverts.
- **Fonts**
Use an OpenType, PostScript or TrueType font. Please avoid any imported fonts.

Content

- Print-ready PDF (embedded fonts)
- High-resolution photos: 300 dpi, black/white or CMYK

Branding

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

Technical specifications for the IMU

- Must always be submitted in 300x250 px and 600x500 px (Retina).
- Static or dynamic (Gif with animation, no flash/ max. 100; KB/72 dpi/ max. 15 sec. – static image at the end, no loop after 15 sec.)

Cancellation

- If an advert is cancelled within 8 weeks prior to publication, 100% of the price will be charged.
- 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.

Booking deadline

17 working days prior to publication

Material deadline

10 working days prior to publication

Material delivery

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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