

Digital Ratecard

2024 Q3

Trustmedia

Contextual & first party data packages

Investors

Investors in Funds

Personal Finance

Financial Professionals

B2B

Sabato.be – Luxury & Lifestyle

Affluents

Mobility

Homepage Plus

Display IO & Programmatic

Partner mailing

Newsletters

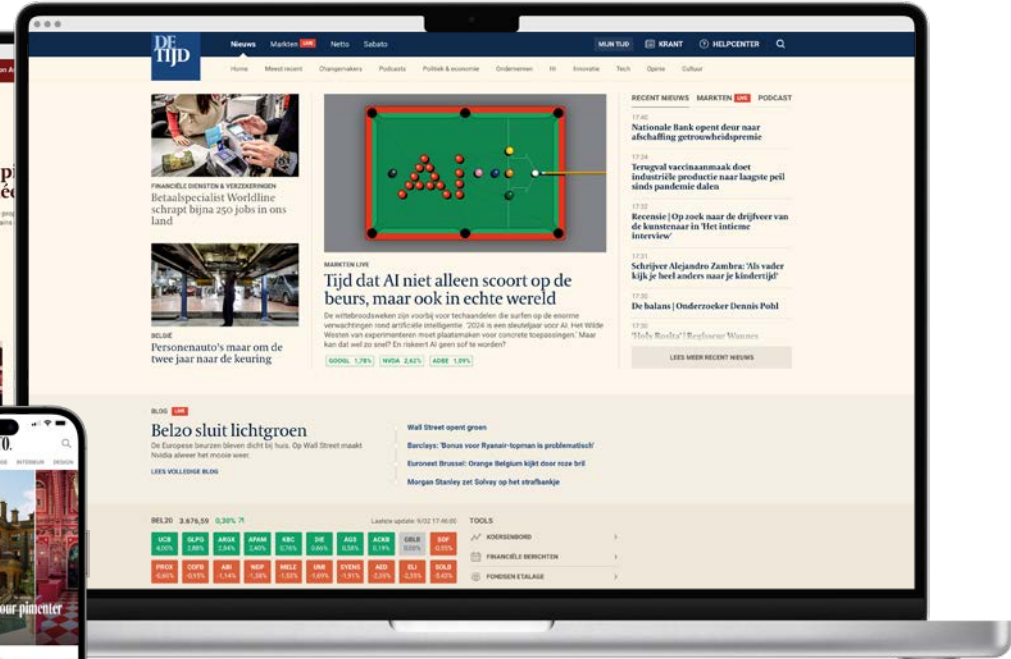
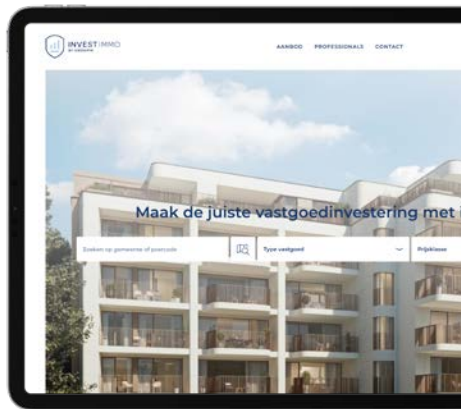
Outstream video

Podcast



Trustmedia Our brands

DeTijd | MijnGeld
L'Echo | MonArgent



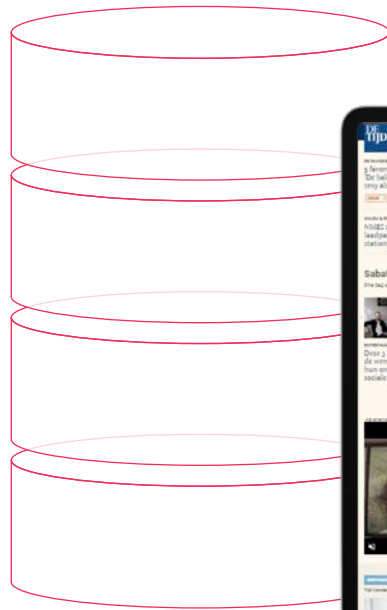
SABATO.



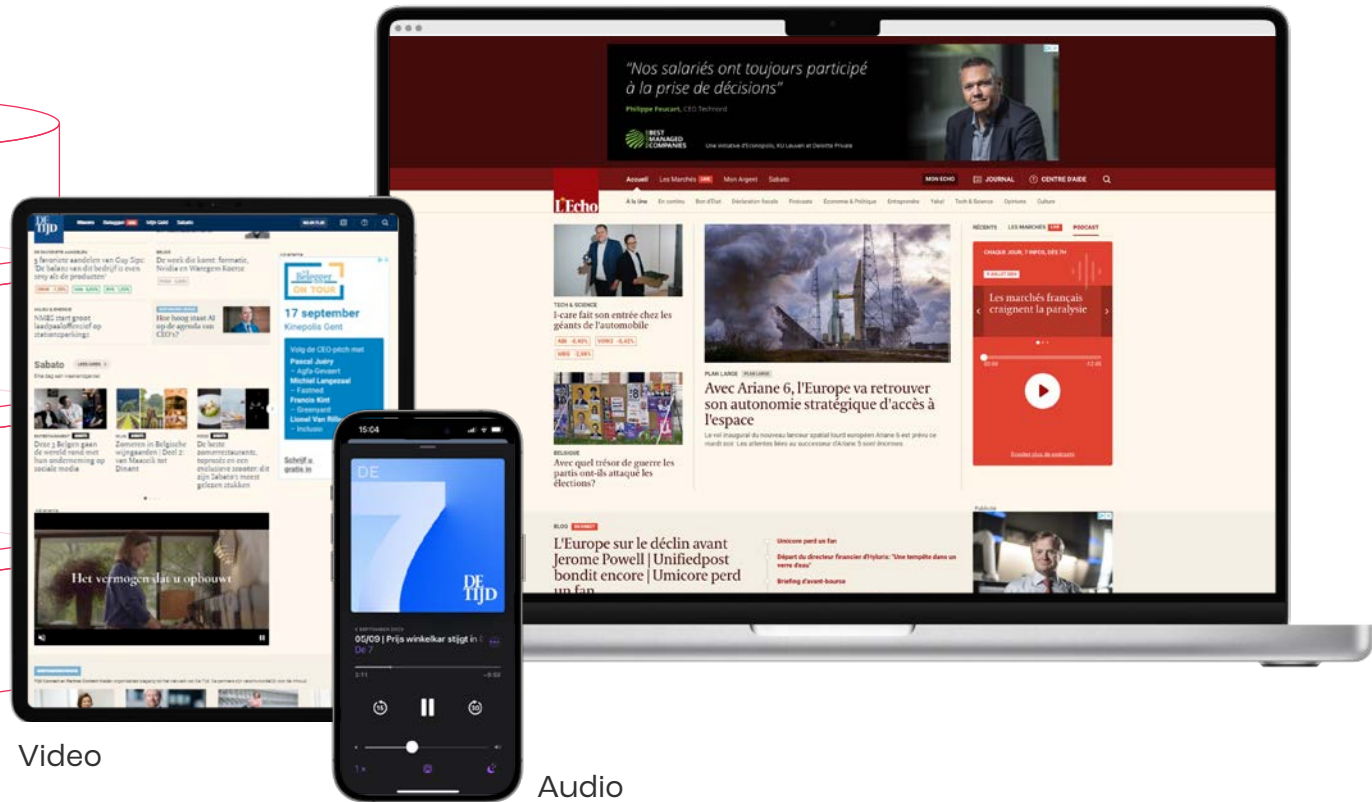
Trustmedia

Our digital offer

Data



Digital display

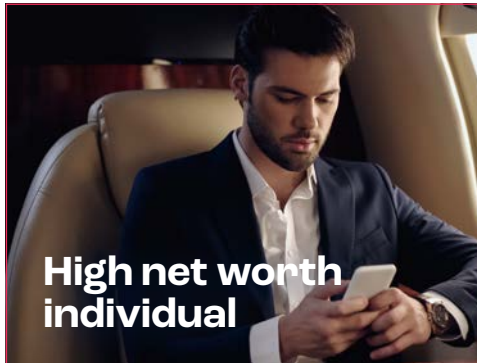


Video

Audio

Trustmedia

Our audience



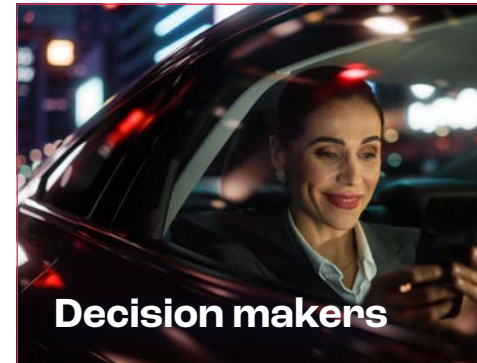
High net worth individual

- **7/10** grew up in above **average wealthy families**
- De Tijd | L'Echo readers own **43% of all financial assets** held by Belgian families



Investors

- **30%** have monthly > **€ 1,000 to invest**
- **9 out of 10** readers are **investors**: 8 out of 10 invest **in funds** and 7 out of 10 in shares
- **1 out of 3** readers of De Tijd | L'Echo has **at least one property** as real estate investment (5x more than av. Belgians)



Decision makers

- De Tijd | L'Echo are **market leader in reach on decision makers**. We reach 6 out of 10 decision makers who read Belgian media
- **9 out of 10** top-level decision makers in Belgian companies read De Tijd | L'Echo for professional goals
- **Highest selectivity** of all Belgian newspaper brands on **upper management** (selectivity: 273)



Entrepreneurs

- **Largest reach** on decision makers in large companies & SME's
- **Highest selectivity** on self-employed of all Belgian newspapers (selectivity: 193)

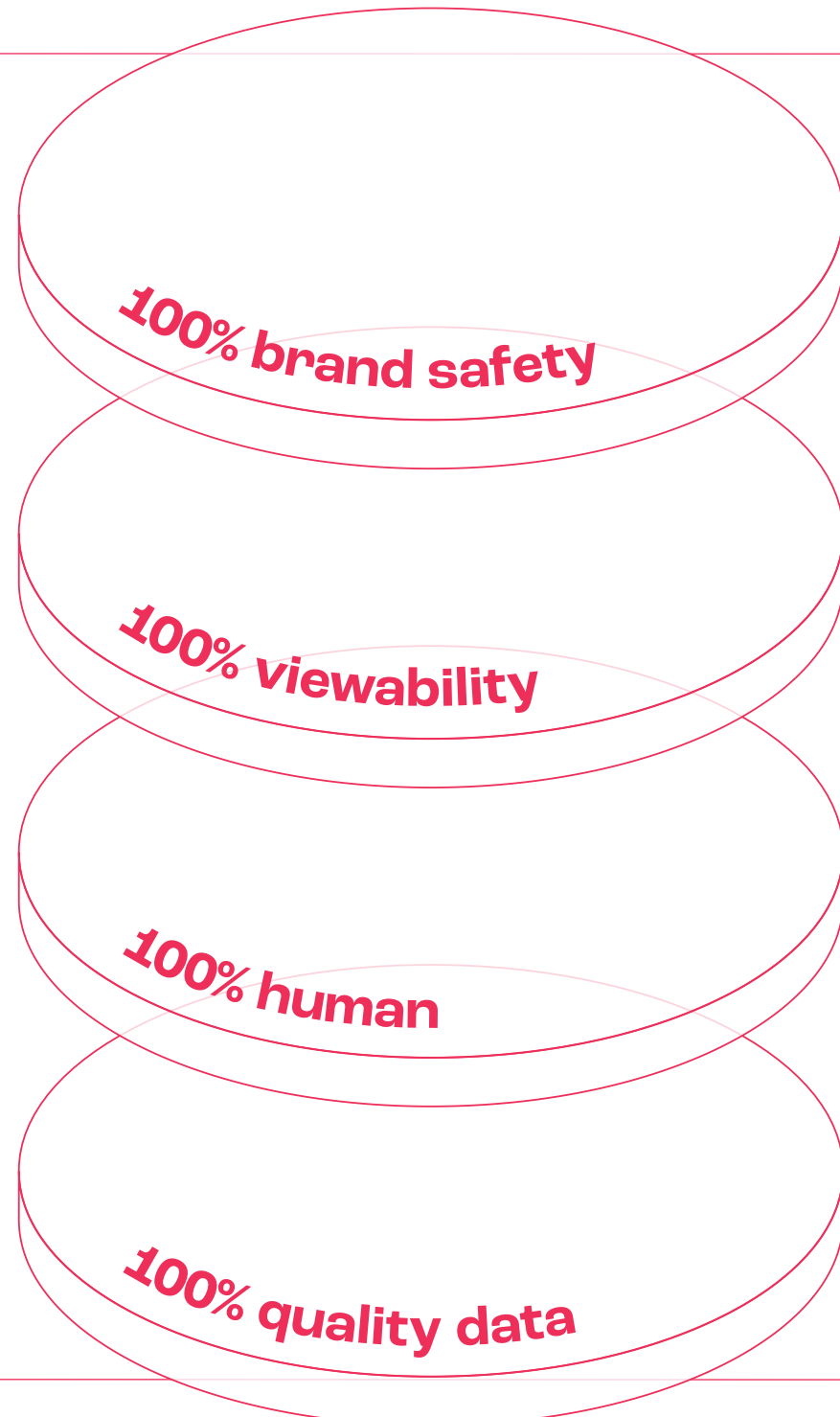


Trustmedia

100% Trust

The Digital Charter: Our digital promise of trust to the advertiser

We guarantee the highest standards in the market, measured by audited specialised partners:



100% brand safety

Your brand appears only in a news context that guarantees the full impact of your campaign.

100% viewability

Your campaign material is 100% visible to our readers.

100% human

Your message is only displayed to real consumers, so no bots.

100% quality data

Your campaign is targeted to qualitative audiences with 100% transparency for the advertiser.



Investors

Package	Description	Targeting	Formats	Viewable Impressions	Bruto	Net
Investors	This pack targets investors, who more than average, invest money on assets like stocks, bonds and funds.	Contextual data Investors context like Markten Live / Portefeuille / Tools and ADmantX Keywords (e.g. investor / personal investing ...) + First Party data Investors	970*250 - Billboard 840*150 - Lange Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	300,000	€ 27,117	€ 24,120
Sustainable Investors	This pack targets investors who prefer sustainable investments. They search for opportunities that provide financial returns but also benefit the environment and society.	Contextual data Investors context like Markten Live / Portefeuille / Tools and ADmantX Keywords (e.g. investor, green solutions & personal investing, sustainability) + First Party data Sustainable Investors			€ 27,117	€ 24,120

Period: At least 1 week



Investors in Funds

Package	Description	Targeting	Formats	Viewable Impressions	Bruto	Net
Investor in Funds	This pack targets investors who spend money on funds.	Contextual data Funds context like Markten Live Funds / Portefeuille / Fund finder / Fund Radar / Tools and ADmantX Keywords (e.g. personal investing, financial funds etc.) + First Party data Investors in funds	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	300,000	€ 27,945	€ 24,250
Investor in Sustainable Funds	This pack reaches investors who prefer sustainable fund investments. They search for opportunities that provide financial returns and also benefit the environment and society.	Contextual data Funds context like Markten Live Funds / Portefeuille / Fund finder / Tools and ADmantX Keywords ((e.g. green solutions & personal investing, financial fund, sustainability, green funds etc.) + First Party data Sustainable Investors in funds			€ 27,945	€ 24,250

Period: At least 1 week



Personal Finance

Package	Description	Targeting	Formats	Viewable Impressions	Bruto	Net
Retail savers & investors	Readers of tijd.be lecho.be look for smart money management strategies. Retail savers and investors have online investment portfolios from €10.000 to €499.000, hold similar amounts in savings, or earn a net monthly income of €3.000.	Contextual data Personal Finance context like Mijn Geld Mon Argent, Personal Finance and ADmantX Keywords (e.g. consumer banking, personal finance etc.) + First Party data Retail Savers & Investors	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	150,000	€ 13,800	€ 12,350
Retail savers & investors + newsletter Geldtip Conseil d'Argent	Expand the reach of the target group 'retail savers & investors' with additional context by adding your campaign to the newsletter Geldtip Conseil d'Argent.	Contextual data Personal Finance context like Mijn Geld Mon Argent, Personal Finance and ADmantX Keywords (e.g. consumer banking, personal finance etc.) + First Party data Retail Savers & Investors + Newsletter Geldtip Conseil d'Argent	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU + 300*250 - IMU static	212,845	€ 19,463	€ 17,000

Period: At least 1 week



Financial Professionals

Package	Description	Targeting	Formats	Viewable Impressions	Bruto	Net
Financial Professionals (FinPro)	Reach professionals working in the Belgian Finance sector.	Finance Professional Profiles	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	275,000	€ 34,328	€ 24,950
Financial Professionals (FinPro) + partner mailing	You can reach additional professionals working in the Belgian Finance sector by adding a dedicated partner e-mailing to your mediaplan.	Finance Professional Profiles + Declared opt-in Fin-Pro	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU + Html-mailing - Partner mailing	282,000	€ 41,328	€ 29,950

Period: At least 1 week



B2B

Package	Description	Targeting	Formats	Viewable Impressions	Bruto	Net
Business	Our business package guarantees your brand will be prominently featured in major business news, reaching entrepreneurs from different sectors in the Belgian market.	Contextual data Section Business + ADmantX (e.g. entrepreneurs, business, etc.) + First Party data Entrepreneurs	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	300,000	€ 27,950	€ 24,410
Technology	Our technology package connects with an audience eager to stay updated on technological advancements and innovations.	Contextual data Section tech + ADmantX e.g. technology, computing, etc. + First Party data Tech and Media audience			€ 27,950	€ 24,410
Sustainability	Our sustainability package focuses on readers who are deeply interested in environmental issues and sustainability.	Contextual data Sustainability context (ESG District) + ADmantX e.g. Green solutions & environment, green solutions & industries etc. + First Party data Sustainability audience		€ 27,950	€ 24,410	
Human Resources	This package is aimed at audiences highly interested in trends, developments, and major changes in the field of HR and people management	Contextual data Section HR, Talent District + ADmantX e.g. career, executive leadership etc. + First Party data HR audience		150,000	€ 13,973	€ 13,134

Period: At least 1 week



Sabato.be – Luxury & Lifestyle

Package	Description	Targeting	Formats	Impressions	Bruto	Net
Luxury & Lifestyle	These packages target luxury enthusiasts who are always on the lookout for the finest things life has to offer. They seek out the latest trends in high-end watches, jewelry, and fashion, as well as indulge in features covering luxurious living, art, beauty, design, and architecture.	Contextual data: Sabato.be & Luxevastgoed.be + Admantx keywords e.g. Luxury goods, design, luxury cars, etc.) + First Party data: Luxury and lifestyle*	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU + 300*250 static - Newsletter Sabato Select	Viewable impressions: 399,500	€ 23,043	€ 17,500
Luxury & Lifestyle – 3AD (Roadblock)		Contextual data: sabato.be	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard OR 300*600 - Half Page 300*250 - IMU + 300*250 static - Newsletter Sabato Select	100% SOV impressions: 384,500	€ 19,894	€ 15,000
Luxury & Lifestyle – 1AD (1 formaat)		100% SOV impressions: 209,500	€ 10,622	€ 9,950		

Period: At least 1 week



Affluents

Package	Description	Targeting	Formats	Viewable Impressions	Bruto	Net
Affluents	This pack reaches wealthy readers with portfolios and assets valued at over €500.000. We identify them through criteria like their online investment activities, monthly income, savings, professional status, reading habits, etc.	Contextual data High Net Worth individuals context like Wealth, Luxevastgoed.be and ADmantX Keywords e.g. luxury cars, business travel, luxury goods etc. + First Party data Affluent individuals*	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	300,000	€ 27,190	€ 23,150

Period: At least 1 week



Mobility

Package	Description	Targeting	Formats	Viewable Impressions	Bruto	Net
Business Package (B2B + Fleet)	Our business package guarantees your brand will be prominently featured in major business news, reaching entrepreneurs from different sectors in the Belgian market. Our first-party data allows you to reach entrepreneurs with a high interest in automotive solutions.	Contextual data Section Business on tijd.be/lecho.be and ADmantX Keywords (e.g. entrepreneurs, business etc) + First Party data Entrepreneurs & Automotive fans	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	215,000	€ 20,034	€ 17,500
EV Package (Electric Vehicles – B2C)	The Electric vehicles pack targets an audience interested in electric cars and related topics such as charging infrastructure, economical benefits, regulations etc.	Contextual data On tijd.be/lecho.be ROS with ADmantX Keywords on Automotive and Electric vehicle + First Party data Electric cars and Charging stations	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	215,000	€ 20,034	€ 17,500
Luxury Package (Luxury – B2C)	This packages targets luxury enthusiasts who are always on the lookout for the finest things life has to offer. They seek out the latest trends in high-end cars, design and fashion.	Contextual data 100% SOV on Sabato.be & Luxevastgoed.be + Admantx keywords e.g. Luxury goods, design, luxury cars, etc. + First Party data Luxury and lifestyle	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU + 300*250 static - Newsletter Sabato Select	399,500	€ 23,043	€ 17,500
AMS Package (Alternative Mobility Solutions) (B2B – Non-car)	This packages target an audience highly interested in alternative mobility solutions including e-bikes, public transportation etc.	Contextual data On tijd.be/lecho.be with News & Business section and ADmantX Keywords + First Party data Mobility	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	150,000	€ 13,972	€ 11,500

Period: At least 1 week



Homepage Plus (Flex)

Let your advertising shine on the first page users see when they enter our pages by choosing for the Homepage Plus (Flex) model.

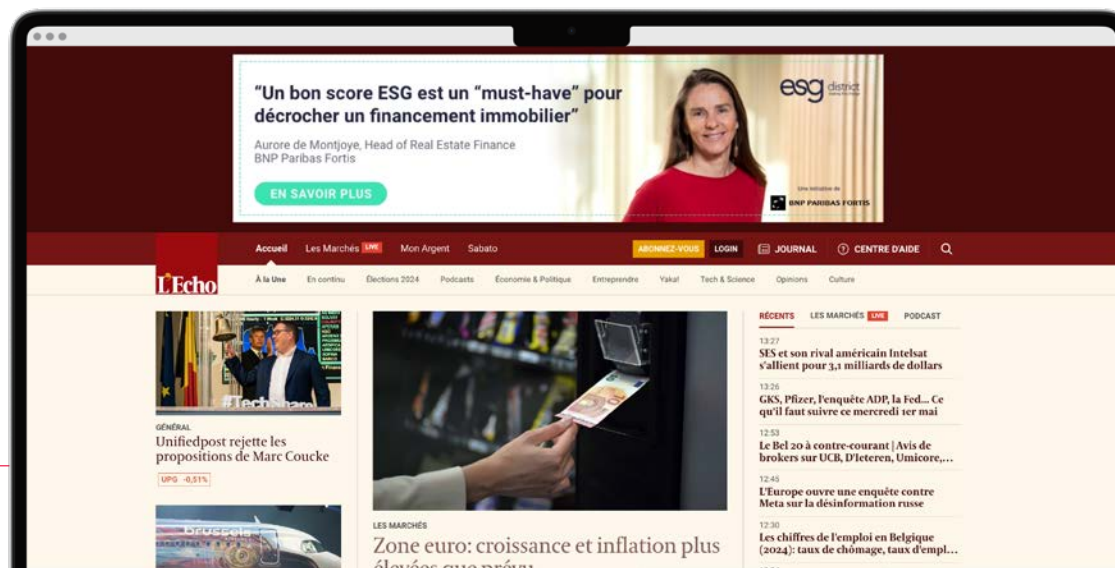
- The Homepage Plus model allows you to reach the readers who enter our websites via the homepage and those who by-pass the homepage and enter our sites via external links (social media, newsletters ...)
- The Flex model lets you spread your SOV and budget over several weekdays.

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.

Rates (VAT excl.)

Homepage plus	weekday	weekdays + flex	weekend
impressions (100% SOV)	295,000	295,000	235,000
Billboard	€ 16,405	€ 16,405	€ 13,075
Halfpage	€ 16,405	€ 16,405	€ 13,075
Roadblock (Billboard + halfpage)	€ 27,345	NA	€ 21,710





Display IO & Programmatic

Rates (VAT excl.)

	iO	Preferred deal (CPM)	Guaranteed deal (CPM)
RON	€ 57.5	€ 20	€ 25
Tijd.be or Lecho.be	€ 69	€ 24	€ 30
Sabato.be	€ 86.25	€ 30	Not available
Luxevastgoed.be or Immodeluxe.be	€ 58	€ 30	€ 37.5
Additional fee			
Contextual targeting	+25%	+25% Example: tijd.be + context = 24 + 6 = € 30	+25% Example: tijd.be + context = 30 + 7.5 = € 30.75
First party data targeting	+40% +50% +100%	+ 50% Example: RON + 1st party = 20 + 10 = € 30	+ 50% Example: RON + 1st party = 25 + 12.5 = € 37.5



Display IO & Programmatic

	Our well-known digital range	Programmatic buying	
	Insertion Order (iO)	Preferred deal	Programmatic guaranteed
Pricing	Fixed vCpm	Fixed eCpm	Fixed eCpm
Data	1 st Party data & qualitative contextual data	1 st Party data & qualitative contextual data	1 st Party data & qualitative contextual data
Viewability	100% viewability quaranteed by our digital charter	Average benchmark X	Average benchmark X
Brand safety	100% brand safety by Trustmedia	Advertisers' brand safety	100% brand safety by Trustmedia



Display IO & Programmatic

Available data

Segment	IO / Programmatic Guaranteed	Programmatic Preferred Deal
Gender	X	X
Province	X	X
Company Size	X	
Sector	X	
Function	X	
Departement	X	
Investors	X	X
Investors in Stock	X	
Investors in Funds	X	
Investors in Real Estate	X	
Financial professionals	X	
Personal finance	X	
Entrepreneurs	X	X
Automotive fans	X	X
HR	X	X
Tech fanatics	X	X
Art Lovers	X	X
Luxury & Lifestyle fans	X	X
Affluent individuals	X	
Sustainability	X	
Tailor-made Audiences	X	



Partner mailing

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).

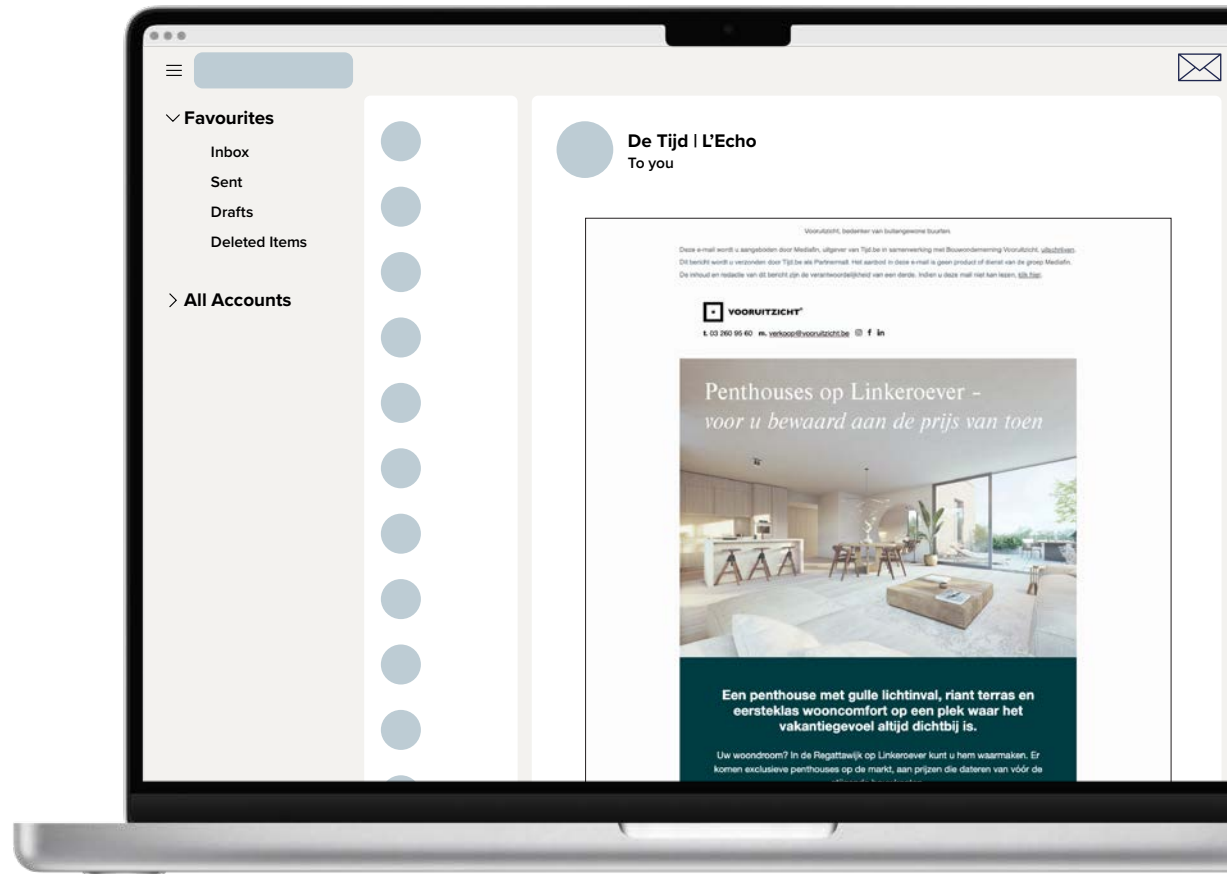
We can target

- Company size
- Location
- Gender
- Subscription
- Portfolio
- Audience segments

Rates (VAT excl.)

One to one	Addresses	Price/address
E-mailing	< 20,000	€ 1

Design of the mail by Trustmedia: 500€ per mailing





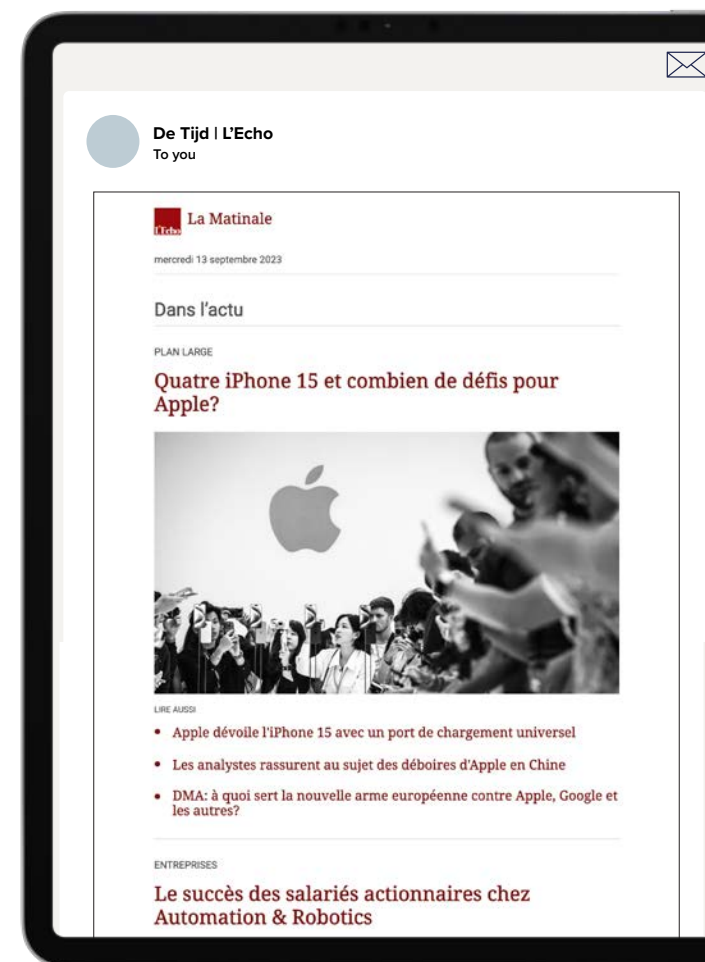
Newsletters

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 (VAT excl.)

	registrations*	format	frequency	price
L'Echo La Matinale – De Tijd Vandaag	318,463	IMU	1 day	€ 7,200
L'Echo L'actu à Midi – De Tijd Middag	41,149		(Monday	
L'actu du Jour – De Tijd Avond	53,716		or	
Daily updates on news, politics & business			Tuesday)	
L'Echo Weekend – De Tijd Weekend	318,479	IMU	1 day	€ 5,500
Weekly update on business, weekend stories, Sabato & Netto Mon Argent			(Saturday)	
L'actu avant-bourse + Le point après-bourse	179,526	IMU	1 day	€ 6,300
Voor de bel + Na de bel	185,346		(weekday)	
Update twice a day on stock market and personal stock portfolio (before and after the stock market trading hours)				
L'actu des Fonds – Fondsen Deze Week	65,288	IMU	1 day	€ 1,200
Daily update on stock market and personal funds portfolio			(weekday)	
Conseil d'Argent – Netto Geldtip	91,761	IMU	1 day	€ 1,600
Daily newsletter with tips & tricks on personal finance			(Monday	
			until	
			Friday)	
Sabato Select	43,388	IMU	1 day	€ 900
Weekly newsletter with must-reads on luxury & lifestyle			(Thursday)	
De Tijd Immo - L'Echo Immo	95,645	IMU	1 day	€ 1,700
Weekly newsletter with the latest real estate news			(Tuesday)	

* Number of registrations, on average.





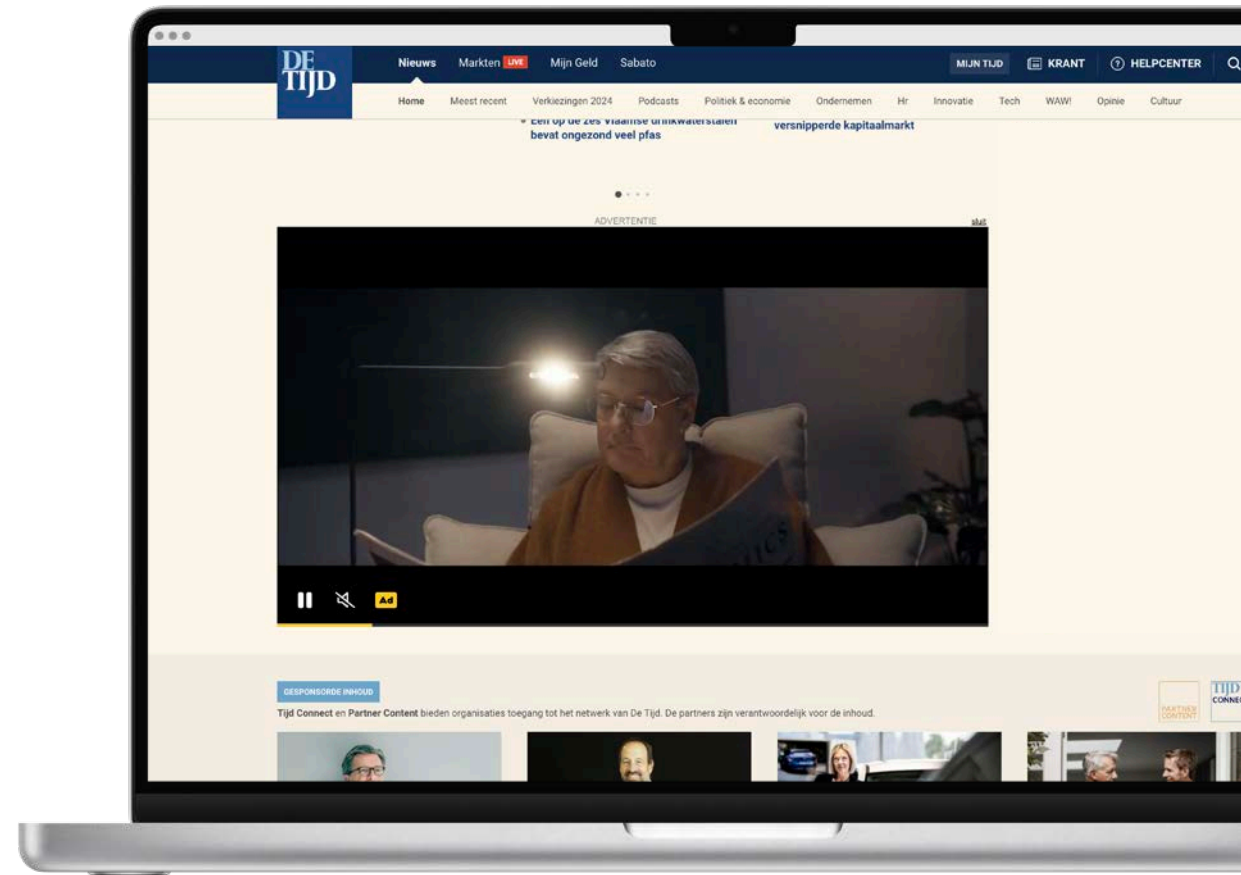
Outstream video

tijd.be | lecho.be

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.

Package

Viewable impressions*	500,000
Language	75% NL – 25% FR
Timing	3 to 4 weeks
Average VR	41.50%, max. 15 sec
Budget Net	€ 18,000
Media value	€ 43,373



*NL Only +25% CPM: € 18.000 = 400.000 impressions

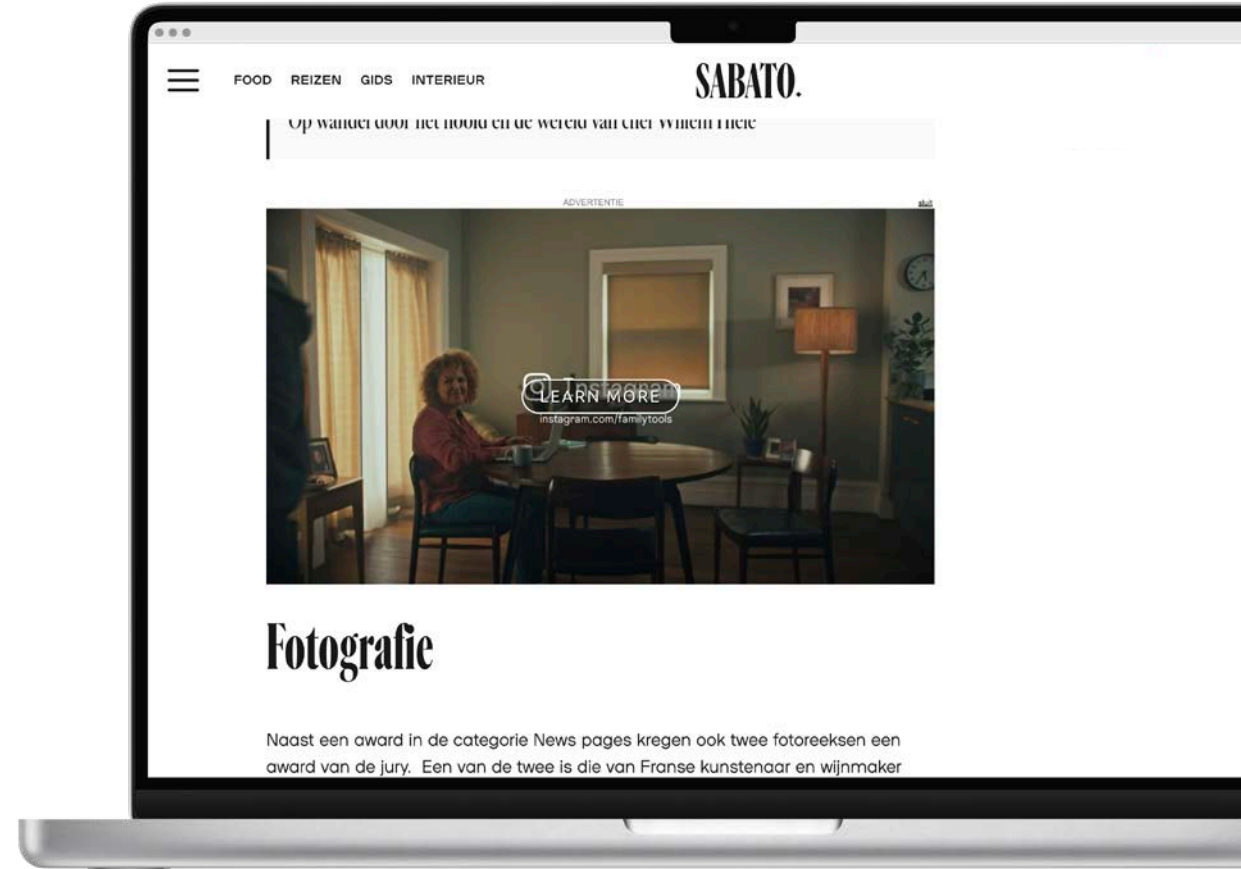


Outstream video

Sabato only

Package*

Impressions	100% SOV (+200K imps.)
Timing	1 month
Average VR	41.50%, max. 15 sec
Budget Net	€ 9,000
Media value	€ 21,687





Podcast

Rates (VAT excl.)

	Downloads	Ad impressions	Bruto = Net
Daily 'De 7' & 'Le brief'			
Q1	600,000	1,200,000	€ 50,000
Q2	650,000	1,300,000	€ 55,000
July	450,000	900,000	€ 37,500
Augustus	520,000	1,040,000	€ 44,000
Q4	700,000	1,400,000	€ 59,000
Weekly 'Beursvoyeurs' & 'Tracker'			
3-4 months exclusive sponsoring			€ 96,000

Daily



Weekly



*Details & Production cost in addendum



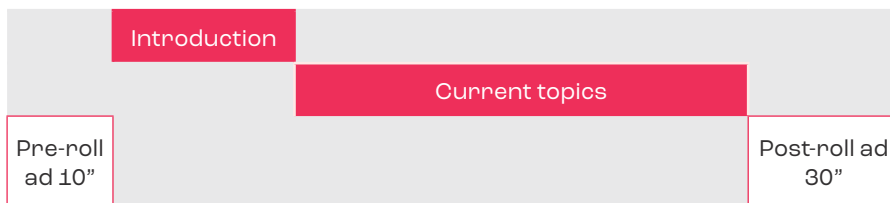
Podcast

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, Guillaume Cordeaux (L'Echo) and Bert Rymen (De Tijd) guide listeners through current events (business, investments, politics, etc.).

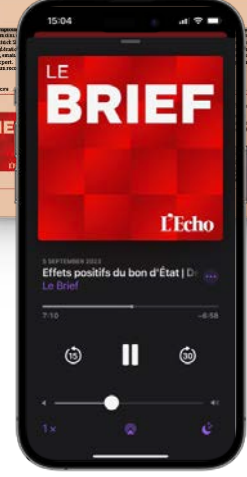
Daily podcast + sponsoring opportunity (example)

Approx. 12 minutes



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
- Post-roll ad: 30 seconds * max. 3 minutes
- No pure branding in pre-roll





Podcast

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.

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 - max. 3 minutes

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 podcast + sponsoring opportunity (example)

+/-30 minutes

	Editorial content		
Pre-roll ad 10"	Mid-roll ad 30"	Post-roll ad 30"	

* Native plug-in upon request

The collage features several elements:

- Newspaper Article:** A page from 'L'Essentiel' with the headline 'Bilan en demi-teinte pour le sommet sur les risques de l'IA'. It discusses the challenges of AI risk management and the need for leadership.
- Podcast Cover:** 'DE BEURS VOYEURS' featuring Vincent Van Dessel (CEO of Eu) on 'De Beursvoyeurs'.
- Smartphone 1:** Shows the 'Tracker' podcast player with the episode '4:41 Celle qui fait tout l'inver'.
- Smartphone 2:** Shows the 'De Beursvoyeurs' podcast player with the episode 'Vincent Van Dessel (CEO Eu) De Beursvoyeurs'.
- Graphic:** A stylized illustration of a woman's head with a microphone, representing the 'Tracker' podcast.
- Text Snippets:** Various headlines and text blocks from the newspaper, such as 'Na het nieuwe lek over racisme Kan Conner Rousseau nog aan blijven?' and 'Engie eist garniet kan raken'.



Podcast

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

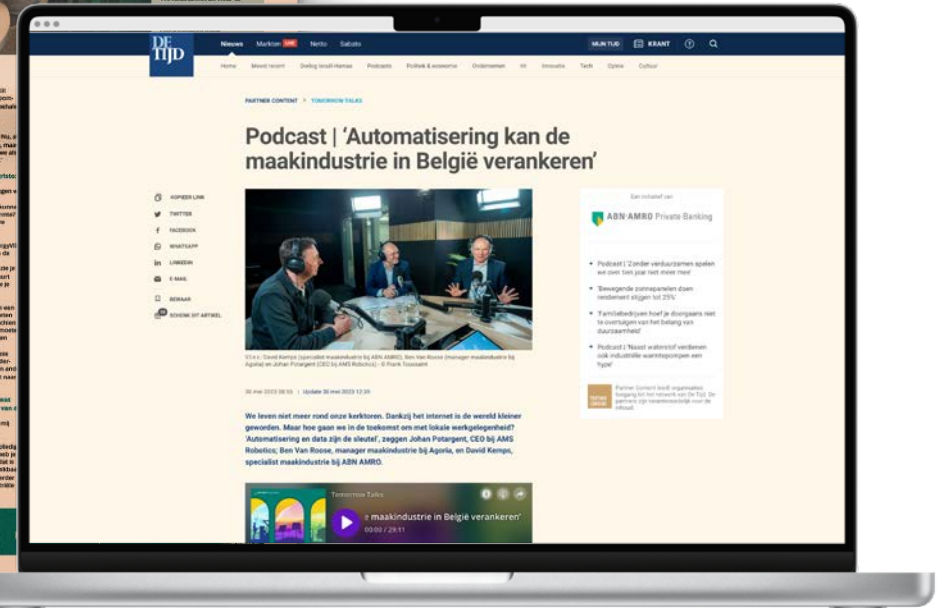
Article on paper



Native



Online article



Podcast production material

Production cost

(in euros, excl. VAT)

Editing existing material Technical cost

Production prerolls Daily *	3,500
------------------------------------	-------

Production postrolls Daily	5,000
-----------------------------------	-------

* 1 set = 1 NL + 1 FR

Native stitch Technical cost

Mandatory creation by Mediafin	5,000 per 180 sec
---------------------------------------	----------------------

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.





General sales

sales@trustmedia.be

Dominique Van Santfoort

Business Development

Manager Audio & Video

dominique.vansantfoort@trustmedia.be

+32(0) 479 83 97 19

Nathan Ho

Business Development Manager Digital

nathan.ho@trustmedia.be

+32(0) 477 31 07 70

Bente Van Deuren

Business Development Manager Programmatic

bente.vandeuren@trustmedia.be

+32(0) 487 10 42 61

Sven Lybaert

Head of Digital

sven.lybaert@trustmedia.be

+32(0)2 422 05 08

Katrien Berte

Data Product Manager

katrien.berte@trustmedia.be

+32(0)485 35 34 68

For technical questions

Advertising Operations Team

advops@mediafin.be

Algemene verkoopsvoorwaarden

consulteerbaar via trustmedia.be

Update 09/2024

trustmedia 
beyond advertising

part of Mediafin

Tour & Taxis, Avenue du Port

86 C B309, 1000 Brussels

trustmedia.be