

# Digital Ratecard

2025 Q1

## Trustmedia

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### Contextual & first party data packages

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Investors

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Investors in Funds

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Personal Finance

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Financial Professionals

B2B

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Sabato.be – Luxury & Lifestyle

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Affluents

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Mobility

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### Partner mailing

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### Newsletters

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### Outstream video

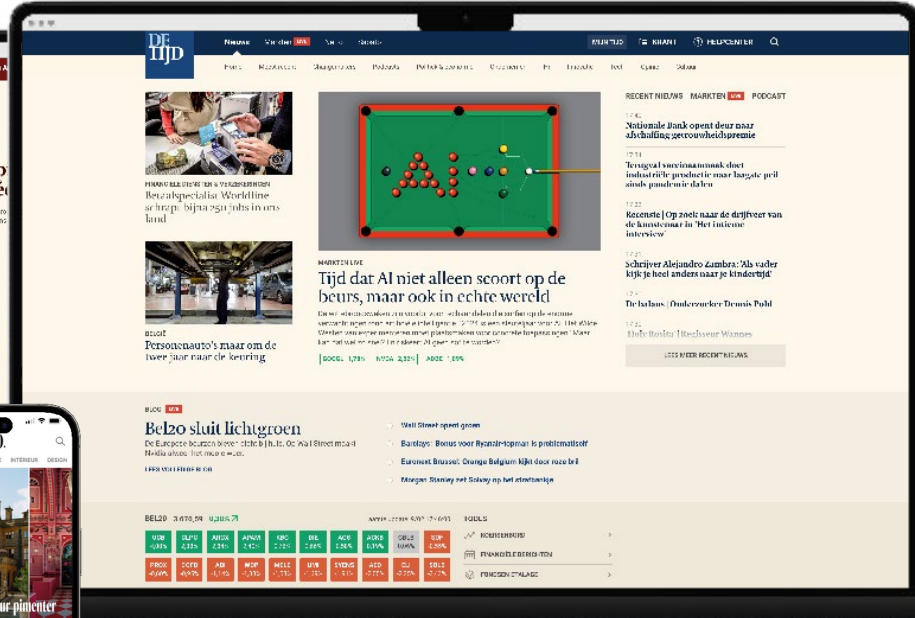
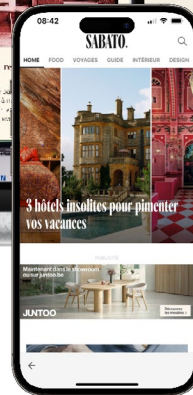
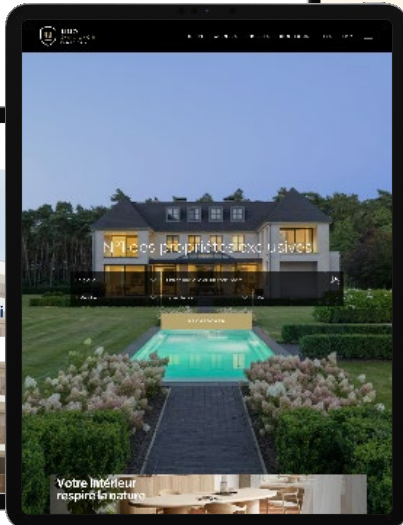
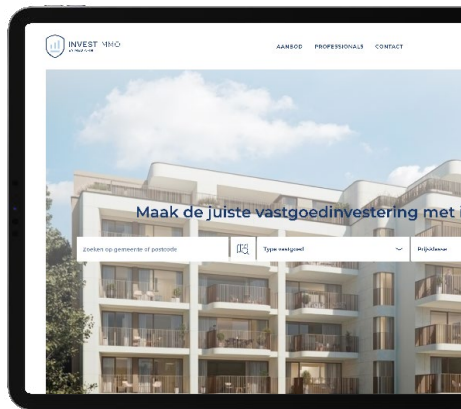
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### Podcast



# Trustmedia Our brands

DeTijd | MijnGeld  
L'Echo | MonArgent



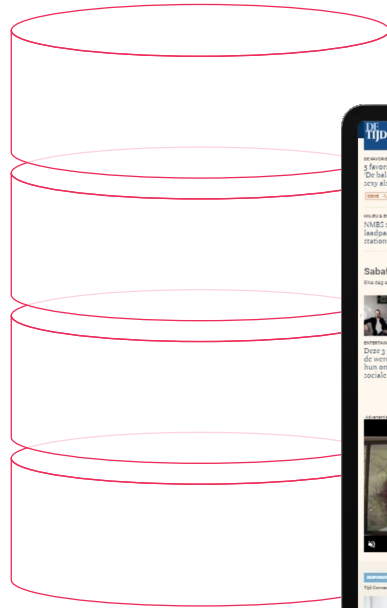
## SABATO.



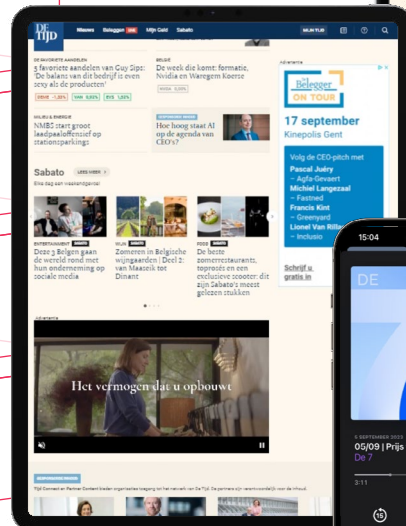
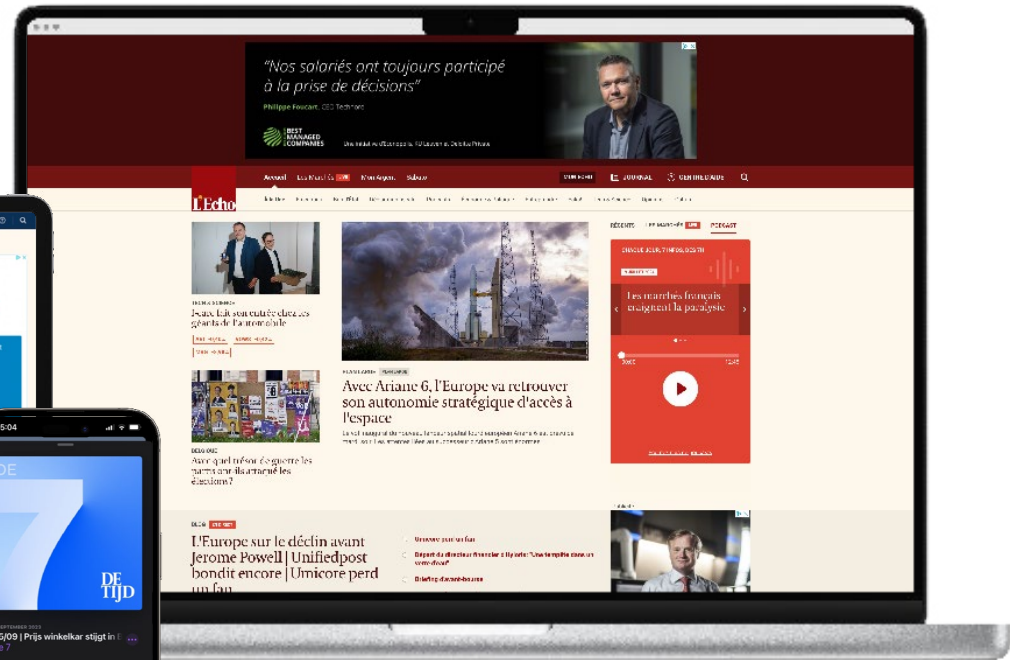
# Trustmedia

## Our digital offer

Data



Digital display

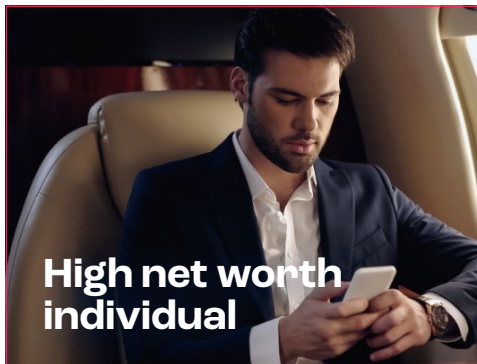


Video

Audio

# Trustmedia

## Our audience



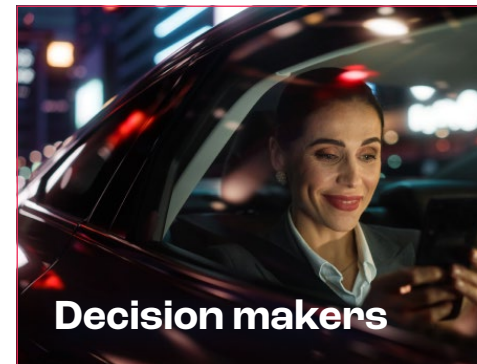
### High net worth individual

- **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: 426)



### Entrepreneurs

- **Largest reach** on decision makers in large companies & SME's
- **Highest selectivity** on self-employed of all Belgian newspapers (selectivity: 205)

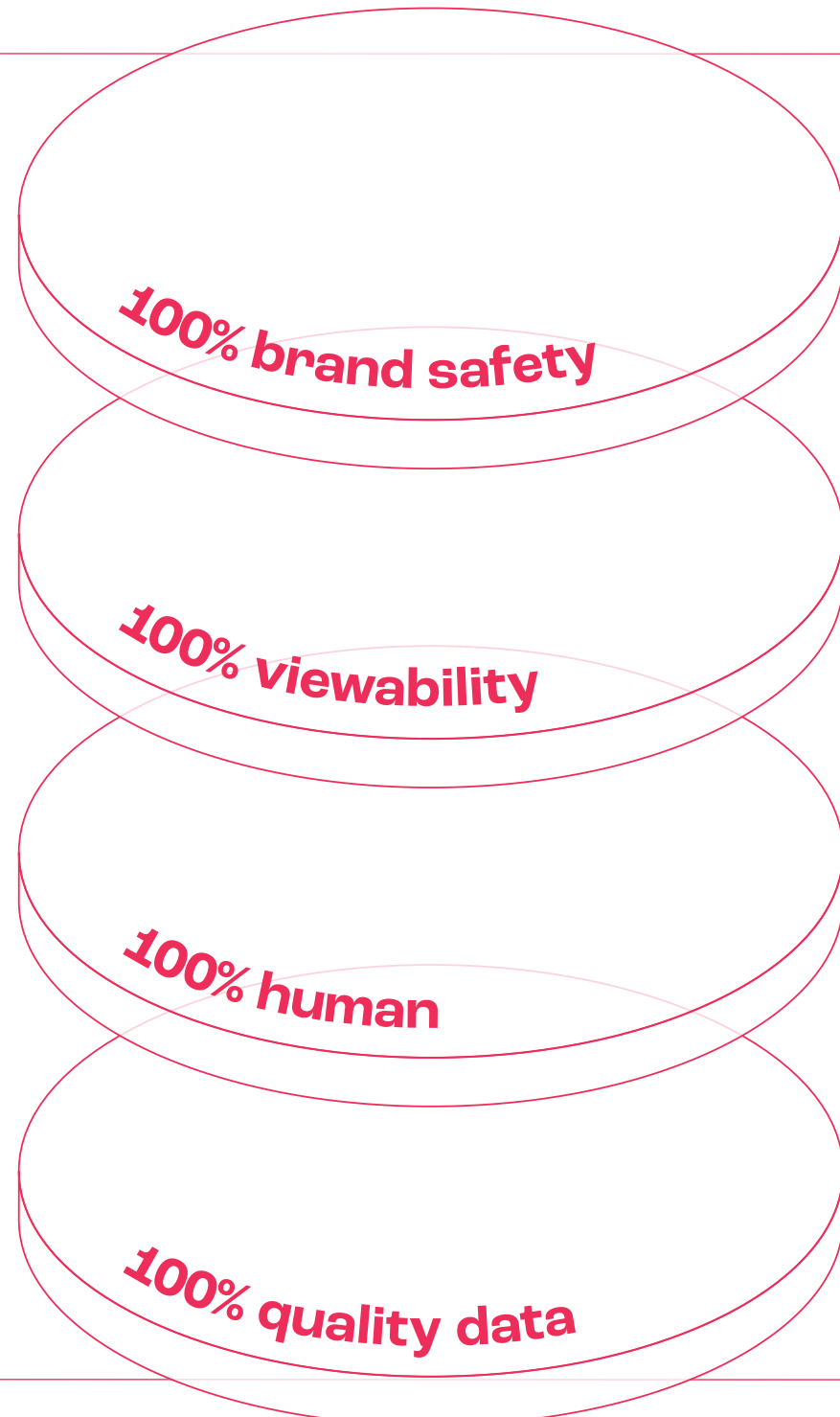


# Trustmedia

## 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:



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

Your campaign material is 100% visible to our readers.

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

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



# Investors

Package	Description	Targeting	Formats	Viewable Impressions	Gross	Net
<b>Investors</b>	This pack targets investors, who more than average, invest money on assets like stocks, bonds and funds.	<b>Contextual data</b> Investors context like Markten Live / Portefeuille / Tools and ADmantX Keywords (e.g. investor / personal investing ...) + <b>First Party data</b> Investors	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	300,000	€ 29,092	€ 25,000
<b>Sustainable Investors</b>	This pack targets investors who prefer sustainable investments. They search for opportunities that provide financial returns but also benefit the environment and society.	<b>Contextual data</b> Investors context like Markten Live / Portefeuille / Tools and ADmantX Keywords (e.g. investor, green solutions & personal investing, sustainability) + <b>First Party data</b> Sustainable Investors			€ 29,092	€ 25,000

Period: At least 1 week



# Investors in Funds

Package	Description	Targeting	Formats	Viewable Impressions	Gross	Net
<b>Investor in Funds</b>	This pack targets investors who spend money on funds.	<b>Contextual data</b> Funds context like Markten Live Funds / Portefeuille / Fund finder / Fund Radar / Tools and ADmantX Keywords (e.g. personal investing, financial funds etc.) + <b>First Party data</b> Investors in funds	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	275,000	€ 26,668	€ 22,900
<b>Investor in Sustainable Funds</b>	This pack reaches investors who prefer sustainable fund investments. They search for opportunities that provide financial returns and also benefit the environment and society.	<b>Contextual data</b> 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.) + <b>First Party data</b> Sustainable Investors in funds		€ 26,668	€ 22,900	

Period: At least 1 week





## Personal Finance

Package	Description	Targeting	Formats	Viewable Impressions	Bruto	Net
<b>Retail savers &amp; investors</b>	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.	<b>Contextual data</b> Personal Finance context like Mijn Geld   Mon Argent, Personal Finance and ADmantX Keywords (e.g. consumer banking, personal finance etc.) + <b>First Party data</b> Retail Savers & Investors	970*250 - Billboard 840*150 - Lange Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	150,000	€ 15,234	€ 13,500
<b>Retail savers &amp; investors + newsletter Geldtip   Conseil d'Argent</b>	Expand the reach of the target group 'retail savers & investors' with additional context by adding your campaign to the newsletter Geldtip   Conseil d'Argent.	<b>Contextual data</b> Personal Finance context like Mijn Geld   Mon Argent, Personal Finance and ADmantX Keywords (e.g. consumer banking, personal finance etc.) + <b>First Party data</b> Retail Savers & Investors + Newsletter Geldtip   Conseil d'Argent	970*250 - Billboard 840*150 - Lange Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU + 300*250 - IMU static	215,000	€ 20,344	€ 17,600

Period: At least 1 week



# Financial Professionals

Package	Description	Targeting	Formats	Viewable Impressions	Gross	Net
<b>Financial Professionals (FinPro)</b>	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	€ 35,632	€ 25,900
<b>Financial Professionals (FinPro) + partner mailing</b>	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	280,550	€ 41,182	€ 29,950

Period: At least 1 week



# Entrepreneurs

Package	Description	Targeting	Formats	Viewable Impressions	Gross	Net
<b>Business</b>	Our business package guarantees your brand will be prominently featured in major business news, reaching entrepreneurs from different sectors in the Belgian market.	<b>Contextual data</b> Section Business + AdmantX (e.g. entrepreneurs, business, etc.) + <b>First Party data</b> Entrepreneurs	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU --	300,000	€ 29,090	€ 25,350
<b>SME</b>	This package targets small and medium enterprises, using company size data derived from Openthebox and matched with the logged-in users of tijd.be and l'echo.be	<b>Contextual data</b> Section Business + AdmantX (e.g. entrepreneurs, business, etc.) + <b>First Party data</b> Company size based on Openthebox data		120,000	€ 11,650	€ 10,900

Period: At least 1 week



# Entrepreneurs

Package	Description	Targeting	Formats	Viewable Impressions	Gross	Net
<b>Sustainability</b>	Our sustainability package focuses on readers who are deeply interested in environmental issues and sustainability.	<b>Contextual data</b> Sustainability context (ESG District) + ADMantX e.g. Green solutions & environment, green solutions & industries etc. <b>+</b> <b>First Party data</b> Sustainability audience	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU --	300.000	€ 29,090	€ 25,350
<b>Human Resources</b>	This package is aimed at audiences highly interested in trends, developments, and major changes in the field of HR and people management	<b>Contextual data</b> Section HR, Talent District + ADMantX e.g. career, executive leadership etc. <b>+</b> <b>First Party data</b> HR audience		150,000	€ 14,550	€ 13,600
<b>Technology</b>	Our technology package connects with an audience eager to stay updated on technological advancements and innovations.	<b>Contextual data</b> Section tech + ADMantX e.g. technology, computing, etc. <b>+</b> <b>First Party data</b> Tech and Media audience		300.000	€ 29,090	€ 25,350

Period: At least 1 week

# SABATO.

## Sabato.be Luxury & Lifestyle



Package	Description	Targeting	Formats	Impressions	Gross	Net
<b>Luxury &amp; Lifestyle</b>	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.	<b>Contextual data:</b> Sabato.be (+ newsletter) & Luxevastgoed.be + Admantx keywords e.g. Luxury goods, design, luxury cars, etc.) + <b>First Party data:</b> Luxury and lifestyle*	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	Estimated impressions: 364,146	€ 21,815	€ 17,500
<b>Roadblock (3AD)</b>			+ 300*250 static - Newsletter Sabato Select 970*500 - High Impact Hangtime	100% SOV Estimated impressions: 499,150	€ 21,585	€ 15,750
<b>Roadblock (3AD) - PREMIUM</b>		<b>Contextual data:</b> sabato.be	All above (except 300*250 static - Newsletter) + Topscroll Expand	100% SOV Estimated impressions: 499,150	€ 22,062	€ 17,650

Period: At least 1 week

# SABATO.

## Sabato.be Luxury & Lifestyle



Package	Description	Targeting	Formats	Impressions	Gross	Net
<b>1 Format (1AD): Top (Billboard)</b>	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.	<b>Contextual data:</b> sabato.be	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard	100% SOV Estimated impressions: 299,150	€ 12,165	€ 11,500
<b>1 Format (1AD): Mid (Halfpage)</b>			300*600 - Half Page 300*250 - IMU	100% SOV Estimated impressions: 169,150	€ 7,695	€ 7,695

Period: At least 1 week



# Affluents

Package	Description	Targeting	Formats	Viewable Impressions	Gross	Net
<b>Affluents</b>	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.	<b>Contextual data</b> High Net Worth individuals context like Wealth, Luxevastgoed.be and ADmantX Keywords e.g. luxury cars, business travel, luxury goods etc. + <b>First Party data</b> 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	€ 28,260	€ 24,000

Period: At least 1 week



# Mobility

Package	Description	Targeting	Formats	Viewable Impressions	Gross	Net
<b>Business Package</b>	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.	<b>Contextual data</b> Section Business on tijd.be/lecho.be and ADmantX Keywords (e.g. entrepreneurs, business etc) + <b>First Party data</b> 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	€ 20,849	€ 18,200
<b>Electric Vehicles Package</b>	The Electric vehicles pack targets an audience interested in electric cars and related topics such as changing infrastructure, economical benefits, regulations etc.	<b>Contextual data</b> On tijd.be/lecho.be ROS with ADmantX Keywords on Automotive and Electric vehicle + <b>First Party data</b> 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	€ 20,849	€ 18,200
<b>Luxury Package</b>	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.	<b>Contextual data</b> 100% SOV on Sabato.be (+ newsletter) & Luxevastgoed.be + Admantx keywords e.g. Luxury goods, design, luxury cars, etc. + <b>First Party data</b> Luxury and lifestyle	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU + 970*500 - High Impact Hangtime + 300*250 static (Newsletter Sabato Select)	364,146 (estimated impressions)	€ 21,815	€ 17,500
<b>AMS Package (Alternative Mobility Solutions)</b>	This packages target an audience highly interested in alternative mobility solutions including e-bikes, public transportation etc.	<b>Contextual data</b> On tijd.be/lecho.be with News & Business section and ADmantX Keywords + <b>First Party data</b> Mobility	970*250 - Billboard 840*150 - Large Leaderboard 728*90 - Leaderboard 320*100 - Mobile Leaderboard 300*600 - Half Page 300*250 - IMU	150,000	€ 14,546	€ 12,000

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.

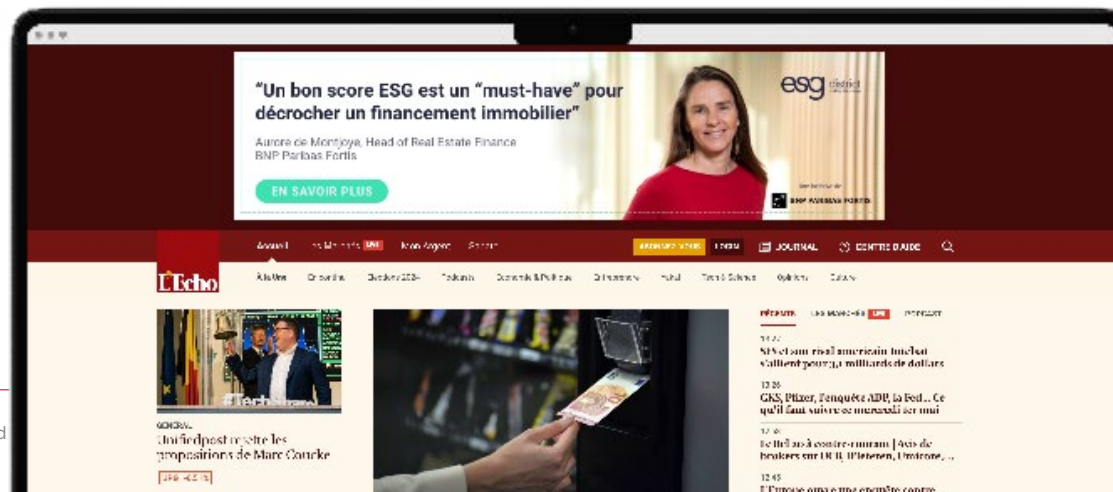
- The Homepage Plus model allows you to reach the readers who enter our websites via the homepage and those who by-pass the homepage and enter our sites via external links (social media, newsletters ...)
- The Flex model lets you spread your SOV and budget over several weekdays.

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
<b>TOP*</b>			
<b>Estimated impression (100% SOV)</b>	380,000	380,000	220,000
<b>Rates</b>	€ 18,800	€ 18,800	€ 12,300
<b>MID**</b>			
<b>Estimated impression (100% SOV)</b>	380,000	380,000	220,000
<b>Rates</b>	€ 13,500	€ 13,500	€ 8,900
<b>Roadblock (TOP + MID)</b>	€ 26,900		€ 17,600



\*Top: billboard, large leaderboard, leaderboard & mobile leaderboard



# Topscroll expand

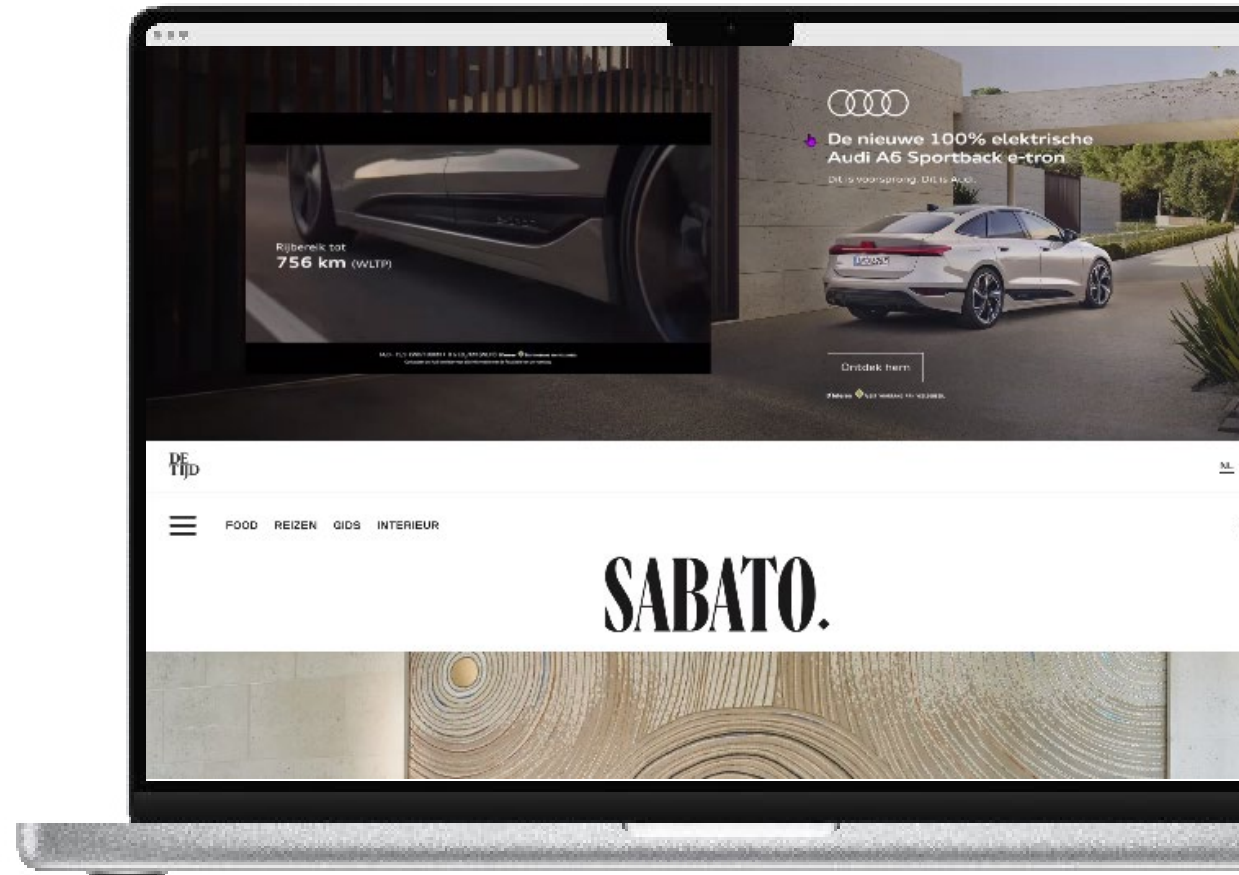
Impressions	Gross	Net
375.000	€ 43.875	€ 36.800

## Exclusive set-up:

1 advertiser / Week

Run of site - CAP 1

- Website Mechanism: The element is positioned at the top and expands when hovered over with the mouse. It remains sticky at the top while scrolling.
- Application Mechanism: While scrolling through the app, an in-article “hangtime” ad appears





# Display IO & Programmatic

Rates (VAT excl.)

	iO	Preferred deal (CPM)	Guaranteed deal (CPM)
<b>RON</b>	€ 59	€ 21	€ 26
<b>ROS (tijd.be and/or lecho.be)</b>	€ 72	€ 25	€ 31
<b>sabato.be</b>	€ 89	€ 31	Not available
<b>luxevastgoed.be or immodeluxe.be</b>	€ 60	€ 31	€ 39
<b>Additional fee</b>			
<b>Contextual targeting</b>	+25%	+25% Example: tijd.be + context = 25 + 6.25 = € 31.25	+25% Example: tijd.be + context = 31 + 7.75 = € 38.75
<b>First party data targeting</b>	+40% +50% +100%	+ 50% Example: lecho.be + 1st party = 25 + 12.5 = € 37.5	+ 50% Example: lecho.be + 1st party = 31 + 15.5 = € 46.5



# Display IO & Programmatic

	Our well-known digital range	Programmatic buying	
	Insertion Order (iO)	Preferred deal	Programmatic guaranteed
Pricing	Fixed <b>vCpm</b>	Fixed <b>eCpm</b>	Fixed <b>eCpm</b>
Data	1 <sup>st</sup> Party data & <b>qualitative contextual data</b>	1 <sup>st</sup> Party data & <b>qualitative contextual data</b>	1 <sup>st</sup> Party data & <b>qualitative contextual data</b>
Viewability	100% viewability <b>quaranteed by our digital charter</b>	Average <b>benchmark X</b>	Average <b>benchmark X</b>
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).

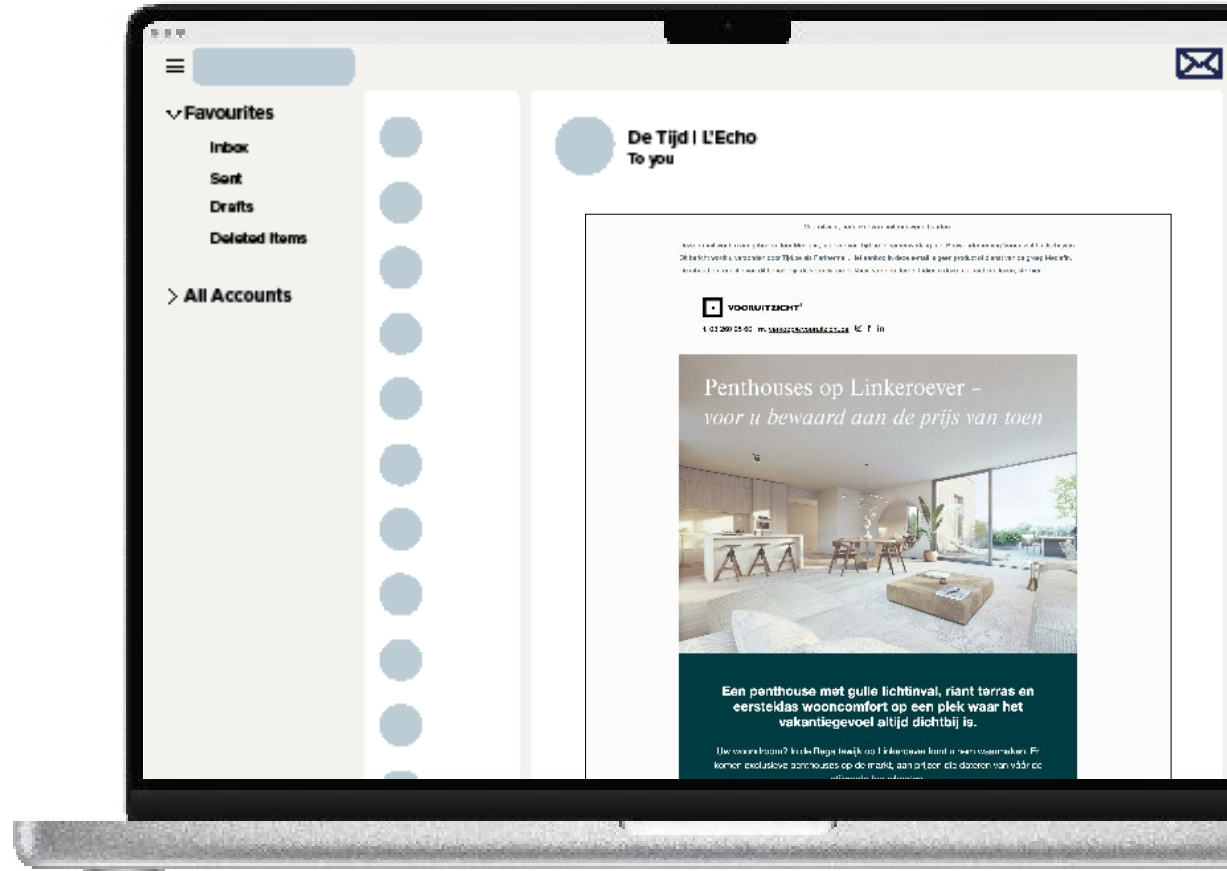
### We can target

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

### Rates (VAT excl.)

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

Design of the mail by Trustmedia: 500€ per mailing



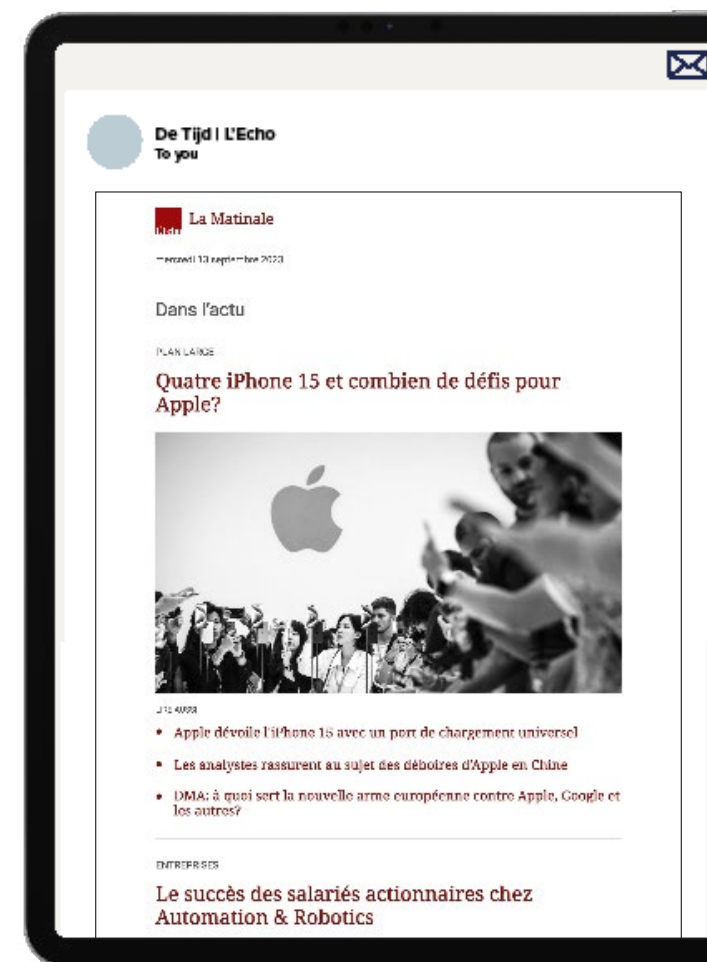


# Newsletters

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
<b>L'Echo La Matinale – De Tijd Vandaag</b>	290,180	IMU	1 day	€ 6,800
<b>L'Echo L'actu à Midi – De Tijd Middag</b>	35,582		(Monday	
<b>L'actu du Jour – De Tijd Avond</b>	47,296		or	
Daily updates on news, politics & business			Tuesday)	
<b>L'Echo Weekend – De Tijd Weekend</b>	290,360	IMU	1 day	€ 5,300
Weekly update on business, weekend stories, Sabato & Netto   Mon Argent			(Saturday)	
<b>L'actu avant-bourse + Le point après-bourse</b>	154,640	IMU	1 day	€ 5,700
<b>Voor de bel + Na de bel</b>	159,408		(weekday)	
Update twice a day on stock market and personal stock portfolio (before and after the stock market trading hours)				
<b>L'actu des Fonds – Fondsen Deze Week</b>	56,255	IMU	1 day	€ 1,100
Daily update on stock market and personal funds portfolio			(weekday)	
<b>Conseil d'Argent – Netto Geldtip</b>	79,991	IMU	1 day	€ 1,500
Daily newsletter with tips & tricks on personal finance			(Monday until Friday)	
<b>Nieuw op Sabato.be - Sabato Select</b>	45,729	IMU	1 day	€ 900
Weekly newsletter with must-reads on luxury & lifestyle			(Friday)	
<b>De Tijd Immo - L'Echo Immo</b>	79,261	IMU	1 day	€ 1,500
Weekly newsletter with the latest real estate news			(Tuesday)	





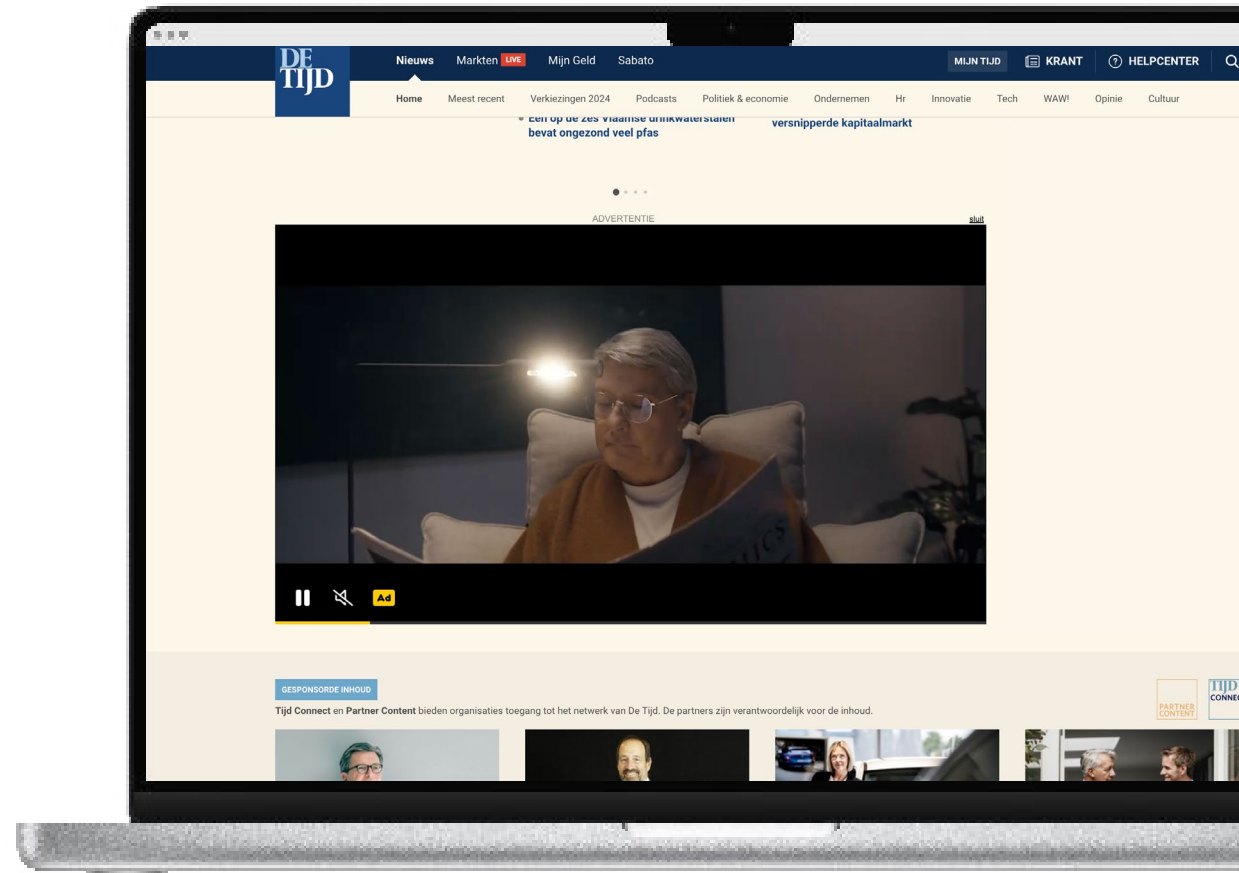
# Outstream video

## 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

<b>Viewable impressions*</b>	500,000
<b>Language</b>	75% NL – 25% FR**
<b>Timing</b>	3 to 4 weeks
<b>Average VR</b>	41.50%, max. 15 sec
<b>Budget Net</b>	€18.700
<b>Media value</b>	€45.000



\*NL Only +25% CPM: € 18.700 = 400.000 impressions  
 \*\* Split NL-FR can be 80-20 when inventory is sold out



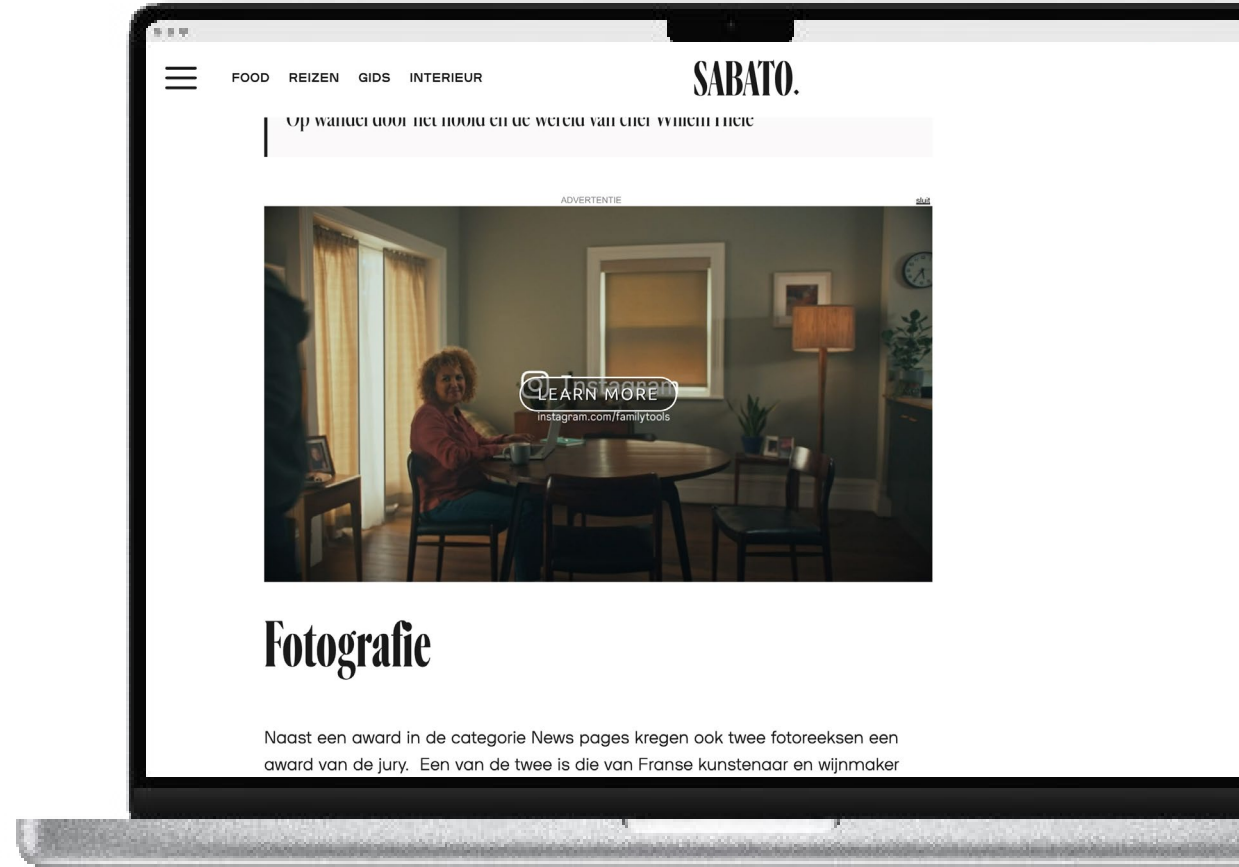


# Outstream video

## Sabato only

### Package\*

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



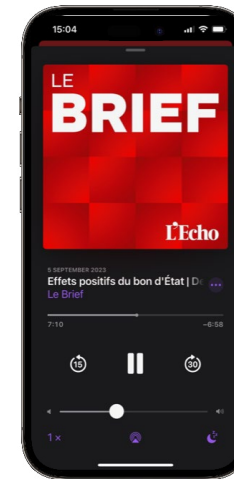


# Podcast

Rates (VAT excl.)

	Estimated downloads	Estimated Ad impressions	Budget - Net
<b>Daily 'De 7' &amp; 'Le brief'</b>			
January	790,000	1,580,000	€ 71,000
February	790,000	1,580,000	€ 71,000
March	790,000	1,580,000	€ 71,000
April	715,000	1,430,000	€ 64,000
May	790,000	1,580,000	€ 71,000
June	800,000	1,600,000	€ 71,600
July	690,000	1,380,000	€ 62,000
August	690,000	1,380,000	€ 62,000
September	850,000	1,700,000	€ 76,000
October	1,000,000	2,000,000	€ 90,000
November	1,000,000	2,000,000	€ 90,000
December	750,000	1,500,000	€ 67,500
<b>Weekly 'Beursvoyeurs' &amp; 'Tracker'</b>			
<b>3-4 months exclusive sponsoring</b>			€ 100,000

Daily



Weekly



\*Details & Production cost in addendum



# Native podcast

## Your own native podcast

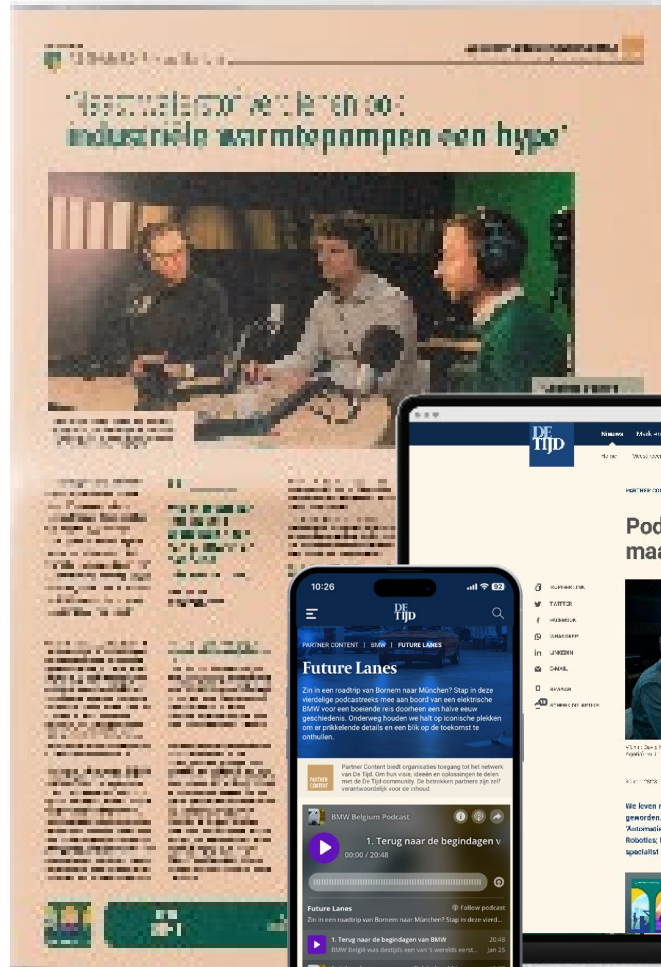
Share your expertise and claim thought leadership with your own native podcast or podcast series. Your podcast will be distributed on tijd.be and lecho.be and via the various podcast platforms.

A comprehensive activation campaign ensures impactful traffic to your podcast.

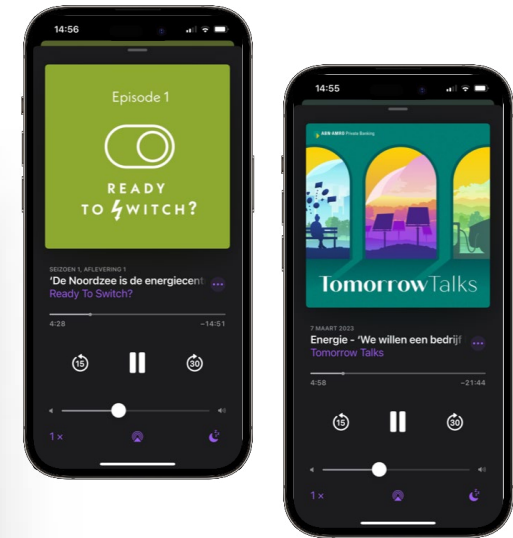
## Rates

on request

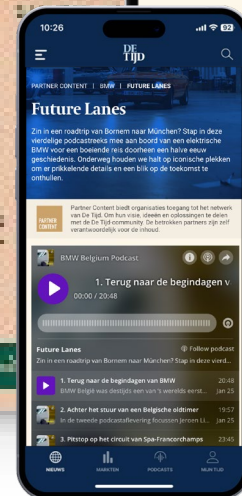
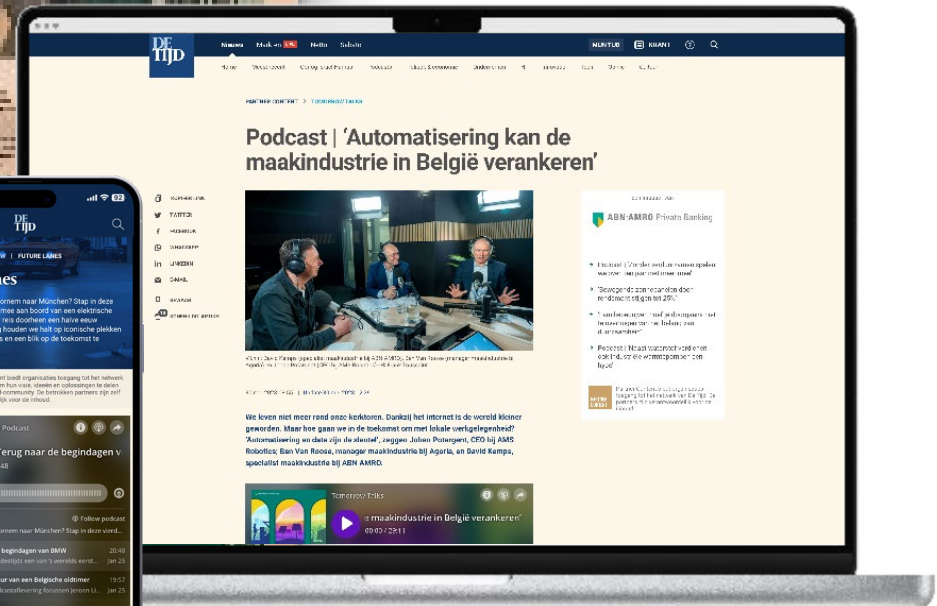
Article on paper



Native



Online article



# Podcast production material

## Production cost

(in euros, excl. VAT)

### Editing existing material Technical cost

<b>Production prerolls Daily *</b>	3.500
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<b>Production postrolls Daily</b>	5.000
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\* 1 set = 1 NL + 1 FR

### Native stitch Technical cost

<b>Mandatory creation by Mediafin</b>	5.000 per 180 sec
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**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.



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consulteerbaar via [trustmedia.be](http://trustmedia.be)

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