

De Tijd | Mijn Geld, L'Echo | Mon Argent 2026

Personal finance magazine





L'Echo | Mon Argent, De Tijd | Mijn Geld

The ultimate point of reference for personal finance

L'Echo | Mon Argent, De Tijd | Mijn Geld; the weekly **personal finance** section in L'Echo | De Tijd and the 24/7 online section on tijd.be and lecho.be, is aimed at a broad audience with the right mindset: **people who are actively looking for the smartest ways to manage their money.**

Magazine

→ **4 times a year, on a Saturday**, Mon Argent | Mijn Geld is published as a separate magazine included with the weekend edition of L'Echo | De Tijd

Editorial topics

Mon Argent | Mijn Geld guides its readers through **key moments** in their lives: from **conscious money management and investing** to real estate and **tax tips and inheritance** advice.

Cross-media approach

L'Echo | Mon Argent, De Tijd | Mijn Geld opts for a cross-media approach. 24/7 online, weekly topical topics in the weekend newspaper and **in-depth interpretation** via the magazines.

Calendar*

Date	Title	Booking	Content
28 February	Real estate Guide	11 February	18 February
20 May	Tax Guide	5 May	13 May
12 September	Succession Guide	26 August	2 September
12 December	The big Savings and Investment guide	25 November	2 December

*Calendar subject to editorial changes

Key figures



Publication date
in De Tijd | L'Echo



Reach print + digital replica
225,300



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

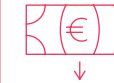


Reach total brand (print + online)
442,100
(total brand: print + online)

Key readership figures



8 out of 10 is **responsible for purchasing** financial products within their household



Average financial assets of **€485,000** (6.5 times more than the average Belgian)



47% save more than €1,000 per month



Magazine rates & formats 2026

Print rates

(in euros, excl. vat)

	Nationwide	De Tijd Mijn Geld	L'Echo Mon Argent
2/1 page	33.550	23.510	14.790
1/1 page	16.950	11.810	7.540
1/2	12.440	8.570	5.630
cover 4	23.730	16.530	10.560
cover 3	20.680	14.410	9.200
cover 2	22.880	15.940	10.180
FRHP (prima posta)	21.190	14.760	9.430
specific placement	20.010	13.940	8.900
creative advertising	Custom creative formulas (native content, tabernacle, half wrap, gatefold, etc)		

Formats

	Bleed (with 5mm trim all around)
2/1 page	297mm H x 420mm W
1/1 page	297mm H x 210mm W
1/2 horizontal	148,5mm H x 210mm W
1/2 vertical	297mm H x 110mm W

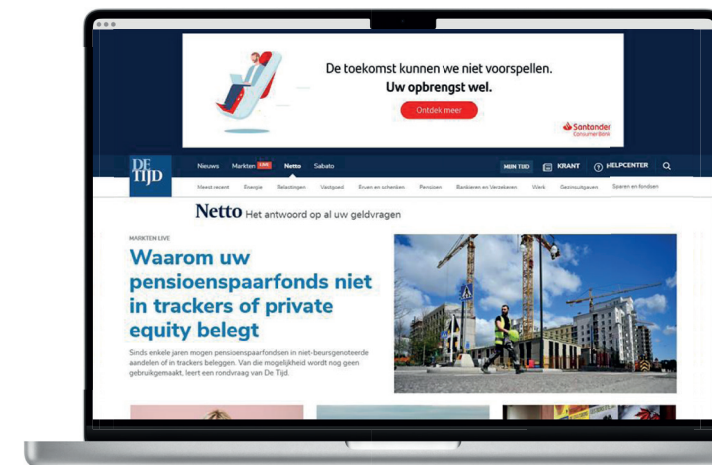
Online

Context & first party data targeting personal finance

(in euros, excl. VAT)

Your digital campaign in the specific online personal finance context of lecho.be | tijd.be and targeted at an online user segment, compiled using first-party data. Targeting the retail savers & investor segment that has a portfolio with a value between €50K and €500K or to the "affluent individuals" with assets of more than €500K.

More info: see our digital rates





Contact us

Els Pauwels

els.pauwels@trustmedia.be
+32 (0)2 422 05 24

Geert Spapen

geert.spapen@trustmedia.be
+32 (0)2 422 05 25

Katrien De Hauwere

katrien.dehauwere@trustmedia.be
+32 (0)2 422 05 44

General terms and conditions of
sale available at [Trustmedia.be](https://www.trustmedia.be)
Update 05/2026

trustmedia 
beyond advertising

part of Mediafin
Tour & Taxis, Avenue du Port
86 C B309, 1000 Brussels
[trustmedia.be](https://www.trustmedia.be)