

Rates print 2026

Modules (Quadri, in euro, excl. BTW)

module	height mm	# columns	mmcol	De Tijd L'Echo		De Tijd		L'Echo	
				week	weekend	week	weekend	week	weekend
1/1 pagina	440	6	2.640	51.560	63.720	31.580	39.030	20.240	25.010
2/1 pano	440	12	5.280	102.940	127.220	63.130	78.020	40.330	49.840
panoplus	440	24	10.560	180.040	222.500	110.300	136.320	70.640	87.300
1/2 pano	220	12	2.640	62.100	76.750	38.050	47.020	24.360	30.110
3/4 junior pagina	310	5	1.550	38.310	47.350	23.420	28.940	15.080	18.640
1/2 pagina H	220	6	1.320	30.990	38.300	19.040	23.530	12.110	14.970
1/2 pagina V	440	3	1.320	30.990	38.300	19.040	23.530	12.110	14.970
bandeau 4	150	6	900	22.740	28.100	13.950	17.240	8.900	11.000
1/3 pagina V	440	2	880	22.740	28.100	13.950	17.240	8.900	11.000
1/4 pagina	220	4	880	22.740	28.100	13.950	17.240	8.900	11.000
bandeau 3	120	6	720	19.980	24.690	12.260	15.150	7.820	9.660
bandeau 2	80	6	480	16.230	20.060	9.940	12.280	6.370	7.870
pavé 7	100	4	400	13.580	16.780	8.310	10.270	5.340	6.600
bandeau 1	50	6	300	10.160	12.560	6.210	7.670	4.000	4.940
pavé 6	100	3	300	10.160	12.560	6.210	7.670	4.000	4.940
pavé 5	150	2	300	10.160	12.560	6.210	7.670	4.000	4.940
pavé 3	100	2	200	7.120	8.800	4.370	5.400	2.790	3.450
pavé 1	50	2	100	4.040	4.990	2.420	2.990	1.640	2.030

Rates Front Page

module	height mm	# columns	mmcol	De Tijd L'Echo		De Tijd		L'Echo	
				week	weekend	week	weekend	week	weekend
pavé 7	100	4	400	33.950	41.950	20.775	25.675	13.350	16.500
bandeau 1	50	6	300	25.400	31.400	15.525	19.175	10.000	12.350
pavé 5	150	2	300	25.400	31.400	15.525	19.175	10.000	12.350
pavé 4	50	4	200	17.800	22.000	10.925	13.500	6.975	8.625
pavé 2	50	3	150	13.950	17.238	8.488	10.488	5.538	6.850
pavé 1	50	2	100	10.100	12.475	6.050	7.475	4.100	5.075

Column widths

Columns	mmcol
1 column	45 mm
2 columns	94 mm
3 columns	143 mm
4 columns	192 mm
5 columns	241 mm
6 columns	290 mm
12 columns (pano)	605 mm*

* Including white space between pages (32 mm)

Supplements specific placements

Place	Supplement
Required Page or Section	+ 25 %
Page 1	+ 100 % (rates frontpage)
Page 2	no availability
Page 3	+ 50 % (upon request)
Page 4-5	+ 30 %
Page 1 of section	+ 50 %
Page 3 of 2nd section	+ 30 %
Last Page	+ 25 % (upon request)

Specific placement can be requested for formats of

1/4 page or larger

* Cannot be combined with other discounts or promotions.

Not valid for financial and B2B campaigns