



Wealth 2024

Magazine L'Echo | De Tijd

Wealth

The Wealth magazine of the newspapers L'Echo | De Tijd focuses exclusively on this **specific reader target group with a multimillion financial capacity**. These readers are looking for quality content on investments, finances, and lifestyle.

Wealth is a stylish, separate removable magazine published twice a year on luxury paper (A4 format) with the business newspapers De Tijd | L'Echo.

NEW: Wealth magazine will be published on Saturdays with the weekend edition of De Tijd | L'Echo from 2024.



Publication date Reservation Material

6 april	18 March	22 March (before 10am)
26 October	7 October	11 October (before 10am)

Formats & rates (in euros, excluding VAT)

2/1 page *	285mm H x 420mm W**	31,520
1/1 page *	285mm H x 210mm W	15,930
Cover 4*	285mm H x 210mm W	22,300
Cover 3*	285mm H x 210mm W	19,430
Cover 2*	285mm H x 210mm W	21,510
FRHP (Prima Posta)	285mm H x 210mm W	19,910
specific placement	285mm H x 210mm W	18,800
Creative advertising (native content, tabernacle, half wrap, gatefold,etc),...	Custom creative formulas	

* + 5 mm trim all around

** Pano (double-page spread) delivery in 1 PDF, so no 2 separate PDFs

Key Wealth figures



Publication date
2x per year



Format
A4 size on luxury paper.



Print run
130.016
(print + digital)



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

Key readership figures



55% of the readers of De Tijd | L'Echo belongs to the **top 10% richest Belgians**



10% of our readers have **more than €1,000,000** financial assets (vs 1% of non-reader)



The readers of L'Echo | De Tijd are **5,4x wealthier** than average

Source: Le Belge et son Argent, Kantar 2021; Authenticated circulation, CIM Jan. - Dec. 2022



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