



Wealth 2025

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 magazine will be published on **Saturdays** with the weekend edition of De Tijd | L'Echo.

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



Publication date Reservation Material

12 April	24 March	28 March (before 10am)
29 November	10 November	14 November (before 10am)

Formats & rates (in euros, excluding VAT)

2/1 page *	285mm H x 420mm W**	32,730
1/1 page *	285mm H x 210mm W	16,540
Cover 4*	285mm H x 210mm W	23,160
Cover 3*	285mm H x 210mm W	20,170
Cover 2*	285mm H x 210mm W	22,320
FRHP (Prima Posta)	285mm H x 210mm W	20.680
specific placement	285mm H x 210mm W	19,510
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 figures



Publication date

2x per year



Format

A4 size on luxury paper.



Print run 133.106

(print + digital replica)



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; * CIM Authenticated Circulation jan. - dec. 2023



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