

De Tijd | L'Echo

GENERAL RATE



2020

RATES DE TIJD | L'ECHO

The only business newspapers in Belgium

De Tijd | L'Echo are the only **business newspapers** in Belgium. With their outspoken focus on business and finance, they are the reference with regards to all financial-economic news coverage. The newspapers target **entrepreneurs, managers** and **investors**, who use the newspapers as a daily work tool.

On Saturday, De Tijd | L'Echo offer a wide range of editorial for the personal interests of their readers. **Sabato**, the luxury magazine, has become a moment of rest, inspiration and "intelligent luxury" of the weekend. **Netto | Mon Argent** are THE benchmark in terms of personal finances and offer with their websites, the Saturday section and monthly issues with advice 24 / 7 on personal finance.

Key Figures

Publication form	Newspaper (print + digital)
Format	Berliner (6 columns W (290 mm) x 440 mm H)
Language	Dutch (De Tijd) + French (L'Echo)
Circulation (week)	68,600 copies
Circulation (weekend)	102,000 copies
Publication	Every day, Tuesday to Saturday
Distribution	Subscriptions and individual sales
Readers' reach (daily)	312,200 (CIM 19-1 - print + digital)
Readers' reach (total reach)	456,200 (CIM 19-1 - print + digital)

COMMERCIAL RATES

		weekday	Saturday
L'Echo	1/1 page quadri	15,730	18,876
De Tijd	1/1 page quadri	24,540	29,448
National	1/1 page quadri	39,870	47,844
Other formats & commercial rates		upon request	upon request

FINANCIAL COMMUNICATION RATES upon request

CLASSIFIEDS RATES upon request

Get in contact

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Trustmedia considers the print and digital newspaper product as one 'newspaper product'. All print formats of commercial advertising (from 200 mm), financial advertising and classifieds will be published in the digital newspapers with a static, non clickable, tablet optimised format. This publication is included in the print rate.