

L'Echo | De Tijd

Fonds



2020

RATES DE TIJD | L'ECHO

90%* of the readers of De Tijd | L'Echo are **investors**. 7 out of 10 readers invest specifically in funds. As they own **39%*** of the Belgian financial assets, they have the means to invest. **Fonds**, the fund magazine of De Tijd | L'Echo provides **dedicated and specialized information regarding funds** allowing the readers to make the most reliable choices in their investment decisions.

This **monthly** comprehensive and extensive **magazine** reports on **specific topics of the fund market**. The increased number of pages allows the editorial staff to dive deeper into specific fund topics.



Target audience:

- Private investors & High Net Worth Individuals
- Finance professionals
- Brokers, financial professionals



Editorial topics:

- Interview with fund managers
- Insights & advice by fund experts in the field
- The hot topics of the world of funds

*Source: *The Belgians and their Money 2018*

Calendar

DATE	FOCUS	RESERVATION	MATERIAL
22 Jan	Emerging Markets	13 Jan	14 Jan
19 Feb	Branch23	10 Feb	11 Feb
25 Mar	Fund Awards	16 Mar	17 Mar
20 May	Sustainable Funds	11 May	12 May
17 Jun	Outlook S2 2020 (CM*)	8 Jun	9 Jun
23 Sep	Trends in the fund market - SRI/ESG	14 Sep	15 Sep
21 Oct	DBI-RDT Funds	12 Oct	13 Oct
18 Nov	Mixed Funds	9 Nov	10 nov
16 Dec	Outlook S1 2021	7 Dec	8 Dec

Key Figures

Publication form	print + digital
Format	Demi-Berliner (315 mm H x 235 mm W)
Language	Dutch (De Tijd) + French (L'Echo)
Circulation	68,600 copies
Readers' reach (print + digital)	312,200 (CIM 19-1)
Readers' reach (total brand)	456,200 (CIM 19-1)

General sales conditions are available on www.trustmedia.be

L'Echo | De Tijd

Bi-weekly funds section

Rates Print

	MM*	C (MM)*	(in euros, vat excl.) NATIONAL
1/1 page	290	4 (206)	29,620
1/2 page H	143	4 (206)	17,550
1/2 page V	290	2 (102)	17,550
1/4 page H	72	4 (206)	10,490
1/4 page V	143	2 (102)	10,490
pano	290	8 (441)	59,240

CONTENT MARKETING RATES upon request

BACKCOVER + 25% surcharge

*No bleed

Rates Online

Boost your print campaign in Fonds with our "Investors in Funds" Package: an online campaign on tijd.be | lecho.be. Your campaign will appear 1 or 2 weeks on fund related pages: Markten Live, Portfolio, Fundfinder ... and will be (re)targeted on frequent visitors of fund pages.

	(in euros, vat excl.)
Investors in Funds - package (275,000 impressions)*	18,500
Investors in Funds - package & newsletter (330,000 impressions**)	20,850

*1 or 2 weeks on "Funds related pages (Markten Live, Portfolio, Fundfinder ...)" on tijd.be | lecho.be, 1 week (re)targeting on "Fund Investors" on tijd.be | lecho.be, impact display (billboard or halfpage)

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Deadline for reservations

PRINT: Reservation: one week before publication date (Wednesday, 12 am)

Material: Friday before publication date (12 am)

ONLINE: 5 working days before publication

Brand inclusion

Third-party brand statements in the form of logos are not allowed on the advertisement, unless after prior explicit consultation with Trustmedia and with a fee charged for third-party brand statements (15% for each brand). For inserts of financial or investor newsletters, an explicit authorisation from Mediafin via Trustmedia is requested. Rate on request;

Advertorials

The layout of the advertorial must be clearly different from the layout of the newspaper (font, colour codes, number of columns) and include the mention 'promotional report'.

Conditions upon request.

Cancellation

From 8 weeks before publication, 50% of the insertion price is invoiced upon cancellation.

From 4 weeks before publication, the full insertion price is invoiced. Booked advertisements on the covers or special formulas cannot be cancelled or changed. In case of cancellation of one or more insertions of a campaign or year agreement, the allowed volume discount on the advertisements that were already published will be reviewed and invoiced.

Get in contact

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Delivery Material

Print-ready:

Upload your material via the personalized link in the mail that you will receive 15 days before publication

In-house composition:

advops@mediafin.be

L'Echo | De Tijd

Where asset managers meet investors

The readers of De Tijd | L'Echo, own 39% of all the financial assets in Belgium.

They are investors with a particular interest in funds: 71% already invests in funds.

We offer them a wide range of dedicated and specialized products.

2020

RATES DE TIJD | L'ECHO

Funds homepage

- Fund finder + Daily news + Community + Connected content
- Supported by traffic building campaigns via hln.be, 7sur7.be, lesoir.be
- 193,000 visitors/day



EDITORIAL
CONTEXT

Fonds

Monthly magazine with L'Echo | De Tijd (print + digital)

- Dedicated editorial funds content with a magazine approach
- For both professional & editorial retail investors
- Focuses on specific topics of the fund market



Fund listings

- De Tijd | L'Echo 312,200 readers/day
- The daily products and brand connection with the investors community. (print+digital+mobile)



INVESTOR
CONNECT
TOOLS

Investor Portfolio

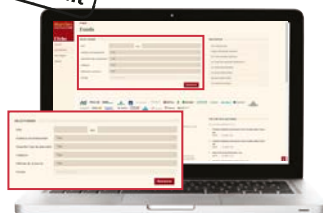
- Investors manage more than 200,000 portfolios on tijd.be | lecho.be
- 67% have funds in portfolio



Fund Finder & data connect online eco-system

- tijd.be | lecho.be 246,600 visitors/day
- The Fund Finder (our search engine) allows investors to do a much more targeted search for a specific fund, searchable by name
- Data Connect is our data-driven advertising solution, based on the following applications: Related Funds, Profiling and Retargeting covering up to 89% of all traffic

FSMA
compliant



Fund Newsletter

- 107 000 investors subscribed
- Weekly update on selected funds on Wednesdays



Fund Awards (professional investors)

Every year, during the prestigious Fund Awards Ceremony, De Tijd | L'Echo hand out several awards for the mostperforming funds.



EVENTS

Finance Avenue (retail investors)

Finance Avenue is the biggest savings and investments fair in Belgium visited by over 4,000 investors. Extensive insights by leading financial

experts about investments, succession, real estate or your taxes.

Finance
Avenue

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