

# L'Echo | De Tijd

Fondsen | Fonds



2019

RATES DE TIJD | L'ECHO

**96%\*** of the readers of De Tijd | L'Echo are **investors**. 7 out of 10 readers invest specifically in funds. As they own 37%\* of the Belgian financial assets, they have the means to invest. **Fondsen | 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.



As from **Wednesday 13 March**, Fondsen | Fonds will get a **totally new look** with **more pages, brand-new lay-out, more interviews and explanations**.

This **monthly** comprehensive and extensive magazine will still report 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: B2C Funds Survey Checkmarket & The Belgians and their Money

## Calendar

DATE	FOCUS	RESERVATION	MATERIAL
30 Jan	Emerging Markets	23 Jan	25Jan
13 Feb	Branch 23	6 Feb	8 Feb
27 Feb	Thematic Funds	20 Feb	22 Feb
13 Mar	Fund Awards	6 Mar	8 Mar
24 Apr	Alternative Funds	17 Apr	19 Apr
15 May	Sustainable Funds	8 May	10 May
19 Jun	Outlook S2 2019 (CM*)	12 Jun	14 Jun
18 Sep	Mixed funds	11 Sep	13 Sep
16 Oct	Trends in the fund market - SRI/ESG	9 Oct	11 Oct
20 Nov	DBI-RDT Funds	13 Nov	15Nov
18 Dec	Outlook S1 2020	11 Dec	13 Dec

## Key Figures

Publication form	print + digital
Format	Demi-Berliner (315 mm H x 235 mm B)
Language	Dutch (De Tijd) + French (L'Echo)
Circulation	68,000 copies
Readers' reach (print + digital)	243,800 (CIM 18-1)
Readers' reach (Total brand)	344,600 (CIM 18-1)

# L'Echo | De Tijd

## Bi-weekly funds section

### Rates Print

(in euros, vat excl.)

	MM*	C (MM)*	NATIONAL
1/1 page	290	4 (206)	28,900
1/2 page H	143	4 (206)	17,130
1/2 page V	290	2 (102)	17,130
1/4 page H	72	4 (206)	10,240
1/4 page V	143	2 (102)	10,240
pano	290	8 (441)	57,800

#### CONTENT MARKETING RATES

upon request

#### BACKCOVER

+ 25% surcharge

\*No bleed

### Rates Online

Boost your print campaign in Fondsen | Fonds with Best of Funds: an online campaign on the sites [tijd.be](http://tijd.be) | [lecho.be](http://lecho.be). Your campaign will appear during 4 weeks on fund related pages: Markten Live, Portfolio, Fundfinder ... and will be targeted on frequent visitors of stock & fund pages. Your online campaign will start the same day as the print magazine Fondsen | Fonds.

(in euros, vat excl.)

Solo online - Billboard on <a href="http://tijd.be">tijd.be</a>   <a href="http://lecho.be">lecho.be</a> (250,000 impressions, 25% SOV)	13,000
Online (on top of print campaign) - Billboard on <a href="http://tijd.be">tijd.be</a>   <a href="http://lecho.be">lecho.be</a> (250,000 impressions, 25% SOV)	9,750
Extra : IMU Funds Newsletter (148,500 registrations)	2,000

### 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

Upon cancellation between the final booking date and the delivery of material (Friday), 50% of the insertion price is invoiced. Upon cancellation on the Monday and Tuesday prior to publication, 100% of the insertion price will be 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:

[booking@trustmedia.be](mailto:booking@trustmedia.be)

2019

RATES DE TIJD | L'ECHO

General sales conditions are available on [www.trustmedia.be](http://www.trustmedia.be)

# L'Echo | De Tijd

## Where asset managers meet investors

The readers of De Tijd | L'Echo, own 37% of all the financial assets in Belgium.

They are investors with a particular interest in funds: 3 out of 4 already invest in funds.

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

2019

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### Funds homepage

- Fund finder + Daily news + Community + Connected content
- Supported by traffic building campaigns via hln.be, 7sur7.be, lesoir.be
- 206,000 visitors/day



EDITORIAL  
CONTEXT

### Fondsen | Fonds

#### Bi-weekly funds magazine (print + digital)

- Dedicated editorial funds content with news, people, rankings, infographics, heatmaps,...
- For both retail & professional investors and the community of brokers, financial agents, ...
- 243,800 readers (print + digital)



### Funds listings

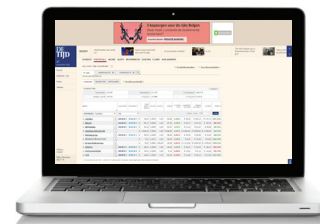
- De Tijd | L'Echo 167,400 readers/day
- The principal connection with the investors community (print+digital+mobile)



INVESTOR  
CONNECT  
TOOLS

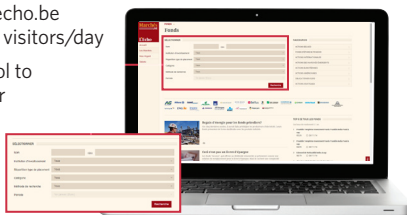
### Investor Portfolio

- 122,000 investors manage 201,000 portfolios on tijd.be | lecho.be with an average of 8 funds/portfolio



### Funds Finder

- tijd.be | lecho.be 206,000 visitors/day
- online tool to search for funds



### Funds Newsletter

- 115 000 investors subscribed for a daily update of their selected funds



### 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 3,800 investors. Extensive insights by leading

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

Finance  
Avenue

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