

# De Tijd | L'Echo

Bi-weekly funds section



## The bi-weekly funds section

83%\* of the De Tijd | L'Echo audience already invest in funds. 42%\* is planning to shift assets from their saving accounts to funds. In order to meet this increasing demand for dedicated and specialized information regarding funds, De Tijd | L'Echo have decided to launch a brand new section dedicated to funds.

Every 2 weeks, on Wednesday, Fondsen | Fonds reports on the investment sector.



Target audience:

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



Editorial topics:

- Interviews with fund managers
- The best performing funds in various categories
- The hot topics in the world of funds
- ...

The perfect opportunity to connect your funds with 37%\* of Belgian financial assets.

\*Source: the Belgians and their Money 2014 & Investors Survey 2014

## Calendar

DATE	FOCUS	RESERVATION	MATERIAL
24 Jan	Your funds in 2018	17 Jan	19 Jan
7 Feb	Tak 23 funds	31 Jan	2 Feb
22 Feb	Fund Awards	15 Feb	17 Feb
7 Mar	Funds (savings) plans	28 Feb	2 Mar
21 Mar	Emerging markets	14 Mar	16 Mar
4 Apr	Passive vs Active investment	28 Mar	30 Mar
18 Apr	Bond funds/income investing	11 Apr	13 Apr
2 May	Sustainable Investment (SRI/ESG)	25 Apr	27 Apr
16 May	Equity funds	9 May	11 May
30 May	Thematic funds	23 May	25 May
13 June	Alternative funds (absolute & total return)	6 Jun	8 Jun
27 Jun	Outlook S2 2018 (CONTENT MARKETING)	20 Jun	22 Jun
12 Sep	Institutional Investments	5 Sep	7 Sep
26 Sep	Online supermarkets	19 Sep	21 Sep
10 Oct	Mixed funds	3 Oct	5 Oct
24 Oct	Emerging markets	17 Oct	19 Oct
7 Nov	Sustainable Investment (SRI/ESG)	31 Oct	2 Nov
21 Nov	Robo advice	14 Nov	16 Nov
5 Dec	Pension saving funds	28 Nov	30 Nov
19 Dec	Raw Materials + Outlook S1 2019 (CONTENT MARKETING)	12 Dec	14 Dec

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2018

FUNDS  
RATES DE TIJD | L'ECHO

## Key Figures

<b>Publication form</b>	print + digital
<b>Format</b>	Demi-Berliner (315 mm H x 235 mm B)
<b>Language</b>	Dutch (De Tijd) + French (L'Echo)
<b>Circulation</b>	68,000 copies
<b>Readers' reach (print + digital)</b>	167,400 (CIM 17-1)
<b>Readers' reach (Total brand)</b>	256,500 (CIM 17-1)

## Rates 2018

(in euros, vat excl.)

	MM*	C (MM)*	NATIONAL
1/1 page	290	4 (206)	27,950
1/2 page H	143	4 (206)	16,640
1/2 page V	290	2 (102)	16,640
1/4 page H	72	4 (206)	9,750
1/4 page V	143	2 (102)	9,750
pano	290	8 (441)	55,900

<b>CONTENT MARKETING RATES</b>	upon request
<b>BACKCOVER</b>	+ 25% surcharge

\*No bleed

## Deadline for reservations

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

Material: Friday before publication date (12 am)

## 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.

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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

# De Tijd | L'Echo

## 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.

2018

FUNDS  
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
- 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, ...
- 167,400 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

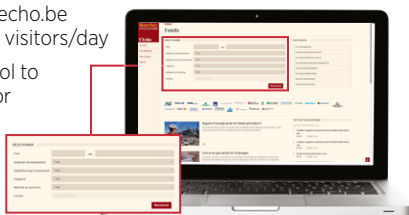
### Investor Portfolio

- 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 3,500 investors. Extensive insights by leading

Finance  
Avenue

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

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