

Mon Argent | Netto

General rate



2020

RATES DE TIJD | L'ECHO

The reference with regards to money topics

The **personal finance guides** of Netto | Mon Argent reach a large reader audience with the right mind-set: people actively looking for the smartest ideas to save money and achieve greater savings. This magazine is distributed with the weekend circulation of De Tijd | L'Echo. Thanks to a supporting campaign and additional sales at the newsagents, the magazine increases in reader audience (+64%, CIM-2019).



Mon Argent | Netto chooses the **crossmedia approach**: what concerns the magazine, we have chosen the top editions with the highest impact on the reader's market. On a digital level, we accelerate with **new tools** (e.g. the Pension Coach) and with **online an even more qualitative audience**.

Key Figures

Publication	With L'Echo and De Tijd
Format	297 mm height x 210 mm width
Language	French + Dutch
Circulation	102,000 copies (national) 26,400 (L'Echo) + 75,600 (De Tijd)
Readers contacts (bruto)	298,800 (CIM 19-1 - print + digital)
Promotional campaign	Supporting media campaign & print and online advertisements
Deadline booking	17 days prior to publication
Deadline material	10 days prior to publication

Calendar

DATES	TITLE	RESERVATION	MATERIAL
18 Jan	Investors Guide	2 Jan	8 Jan
29 Feb	Real Estate Guide	13 Feb	19 Feb
28 Mar	Pension Guide	12 Mar	18 Mar
16 May	Tax Guide	30 Apr	6 May
5 Sep	Succession Guide	20 Aug	26 Aug
14 Nov	Real Estate Guide II	29 Oct	3 Nov
12 Dec	Your Money in 2021	26 Nov	2 Dec

Calendar subject to editorial changes

Mon Argent | Netto

General rate

Rates 2020

(in euros, vat excl.)

	NATIONAL	MON ARGENT	NETTO
2/1 page	26,170	11,480	18,260
1/1 page	13,230	5,850	9,180
1/2 page	9,710	4,370	6,660
cover 4	18,520	8,190	12,850
cover 3	16,140	8,140	11,200
cover 2	17,860	7,900	12,390
FRHP (prima posta)	16,540	7,310	11,480
specific positioning	15,610	6,900	10,830

Creative advertising

Creative formulas on demand (native content, half wrap, gatefold ...).

Format (H X L)

	BLEED*
2/1 page	297 mm x 420 mm
1/1 page	297 mm x 210 mm
1/2 horizontal	140 mm x 210 mm
1/2 vertical	297 mm x 104 mm
1/3 vertical	297 mm x 77 mm
1/4 rectangle	140 mm x 104 mm

* + 10 mm cut

Brand inclusion

Third-party brand inclusion by means of logos or advertisements is not allowed in inserts or advertisements in Netto | Mon Argent, unless explicitly agreed with Trustmedia and given a surplus for third-party brand inclusion.

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 prima posta, 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

Geert Spapen

geert.spapen@trustmedia.be
Tel. +32 (0)2 422 05 25

Els Pauwels

els.pauwels@trustmedia.be
Tel. +32 (0)2 422 05 24

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

2020

RATES DE TIJD | L'ÉCHO

General sales conditions are available on www.trustmedia.be