

Billie

Sustaina-BILLIE-ty

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April 23
October 22

Billie is a **lifestyle magazine** in Het Nieuwsblad, Gazet van Antwerpen and Het Belang van Limburg. **Sustainability** will be the theme in Billie on **23 April** and **22 October**. Sustainability also fits Billie's editorial topics such as fashion, food, beauty and home & deco. Show your sustaina-BILLIE-ty character by advertising in our media.

PRINT

1 1/1 page advertorial

FORMAT	RATE ¹	TECHNICAL COSTS
1/1 page 210 x 297 (wxh) + 5mm bleed on 4 sides	~~€ 9.450~~	€ 500

unique
offer
€ 7.560

2 2/1 page advertorial + 1 free classic ad*

FORMAT	RATE ¹	TECHNICAL COSTS
2/1 page (pano) 420 x 297 (wxh) + 5mm bleed on 4 sides	~~€ 28.350~~	€ 1.000

unique
offer
€ 18.900

+ 1 free
classic ad

Billie

* to be scheduled in 2022

¹ the agency commission applies to print ad revenue

DIGITAL

DIGITAL OFFER	
NEWSBRAND	Native dossier on standaard.be, nieuwsblad.be, gva.be and hbvl.be. 3 articles created by BrandStudio.
PERIOD	April 2022
OFFER	Rate: ~~€ 85.385~~ (media and technical costs) Offer: € 25.000 (media and technical costs*) • 18.000 reads • Estimated 7.2 million native boosters • (Re)targeting with 335.000 half-page banners

unique
offer *
€ 25.000

* technical cost for 3 articles is included and amounts € 1.350. Technical cost additional article(s): € 450 per article.



Reach Billie: 734.230 readers
CIM Pers 2019-2020 - Paper+Digital - LLP, 12+



DEADLINES	23 APRIL	22 OCTOBER
Reservation native advertorials	friday 1 April	friday 30 September
Reservation order + ad material (excl. native)	friday 8 April	friday 7 October
Ad material ready to be published	friday 15 April	friday 14 October