

Total Display Magazines Packages

- DSM Mode
- DSM Luxe
- DSM Wonen
- DSM Architecture
- Billie Test Case

Fashion

DSM Fashion Special	
Media	De Standaard Magazine + standaard.be
Targeting	Fashion lover
Format	Print: 1/1 page; Digital: multiformat*
Delivery period	14 days
Imps.	700.000
Media Value	€18.043
Package Offer	€10.500 (45% discount)

* Multiformat = Medium Rectangle, Halfpage, Billboard. 100% viewable.

DSM Fashion Special	
Publication date	Sept. 6th
Deadline reservation	Aug. 22nd



DSM Luxe

DSM Luxe Special	
Media	De Standaard Magazine + standaard.be
Targeting	Luxury lover
Format	Print: 1/1 page; Digital: multiformat*
Delivery period	14 days
Imps.	700.000
Media Value	€22.824
Package Offer	€12.600 (45% discount)

* Multiformat = Medium Rectangle, Halfpage, Billboard. 100% viewable.

DSM Luxe Special	
Publication date	Sept. 27th
Deadline reservation	Sept. 12th



Interior

DSM Interior Special	
Media	De Standaard Magazine + standaard.be
Targeting	Interior lover
Format	Print: 1/1 page; Digital: multiformat*
Delivery period	14 days
Imps.	700.000
Media Value	€18.981
Package Offer	€10.500 (45% discount)

* Multiformat = Medium Rectangle, Halfpage, Billboard. 100% viewable.

DSM Interior Special	
Publication date	Oct. 18th
Deadline reservation	Oct. 3rd



Architecture

DSM Architecture Special

Media	De Standaard Magazine + standaard.be
Targeting	Interior lover
Format	Print: 1/1 page; Digital: multiformat*
Delivery period	14 days
Imps.	700.000
Media Value	€18.981
Package Offer	€10.500 (45% discount)

* Multiformat = Medium Rectangle, Halfpage, Billboard. 100% viewable.

DSM Architecture Special

Publication date	Nov. 8th
Deadline reservation	Oct. 24th



Promo Testcase Billie

Promo Testcase Billie	
Media	Billie + Nieuwsblad.be (target: lifestyle)
Wave 1 : Print only week 1 + week 2	Format: 1/1 page 2 inserts consecutively (w1 + w2)
Week 3	No campaign activity
Wave 2: Total display week 4 + week 5	Format: Print: 1/1 page 2 inserts consecutively (w4 + w5) Digital: multiformat - 969.620 imps (100% viewable)
Campaign Period	5 weeks
Media Value	€40.674
Impact Study	€2.500
Testcase Offer	€15.400 (Impact Study included)



Contact

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