

2025

TOTAL DISPLAY MODELS

Ads & Data



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01

EDITION MODEL

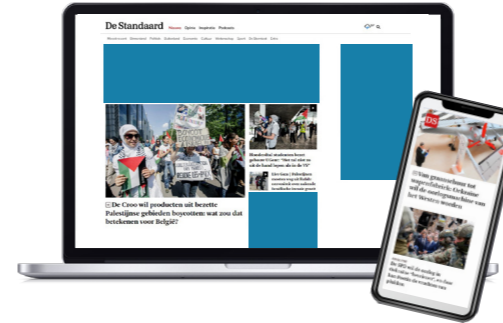
STANDARD FORMATS

PRINT*

	1X ART 250	OR	1X ACC 100	OR	2X ACC 50	OR	5X AP 100
WIDTH X HEIGHT (MM)	148X203		255X100		255X50		97X50
WIDTH IN COLUMNS	3 COL		5 COL		5 COL		2 COL

* weekend edition supplement = +15%

DIGITAL



MULTIFORMAT:

Medium Rectangle + Halfpage + Billboard.
 Multi-impact is 100% viewable.
 Period 1 week, but extendable to 2 weeks.

SUPPLEMENT FOR OTHER FORMATS

PRINT*

	ART 1000	ART 750	ART 500	ACC 2	AP 400	AP 200	AP 50	PANO
WIDTH X HEIGHT (MM)	255X380	200X255	255X203	97X380	200X100	97X100	47X50	532X380
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	2 COL	4 COL	2 COL	1 COL	10 COL
SUPPLEMENT	300%	275%	180%	160%	73%	36%	10%	500%

* weekend edition supplement = +15%

EXAMPLE

1X ART 250 in De Standaard (weekday) = € 8.358 -> you want an Art 1000 -> € 8.358 + 300%

TOTAL DISPLAY | EDITION MODEL

CPM € 13,00

		DS Antwerp	DS East-Flanders	DS West-Flanders	DS Flemish-Flanders + Brussels	DS Limburg
Print contacts per edition*		98.135	97.420	74.500	90.975	29.370
Digital contacts per edition**		690.000	580.000	310.000	675.000	190.000
Total number of contacts		788.135	677.420	384.500	765.975	219.370
Print + SOV digitaal	20%	€ 3.070	€ 2.774	€ 1.775	€ 2.938	€ 876
Print + SOV digitaal	30%	€ 3.967	€ 3.528	€ 2.178	€ 3.815	€ 1.123
Print + SOV digitaal	40%	€ 4.864	€ 4.282	€ 2.581	€ 4.693	€ 1.370
Print + SOV digitaal	50%	€ 5.761	€ 5.036	€ 2.984	€ 5.570	€ 1.617
Print + SOV digitaal	60%	€ 6.658	€ 5.790	€ 3.387	€ 6.448	€ 1.864
Print + SOV digitaal	70%	€ 7.555	€ 6.544	€ 3.790	€ 7.325	€ 2.111
Print + SOV digitaal	80%	€ 8.452	€ 7.298	€ 4.193	€ 8.203	€ 2.358
Print + SOV digitaal	90%	€ 9.349	€ 8.052	€ 4.596	€ 9.080	€ 2.605
Print + SOV digitaal	100%	€ 10.246	€ 8.806	€ 4.999	€ 9.958	€ 2.852

CONTACTS TOTAL DISPLAY

		DS Antwerp	DS East-Flanders	DS West-Flanders	DS Flemish-Flanders + Brussels	DS Limburg
Print contacts per edition*		98.135	97.420	74.500	90.975	29.370
Incremental contacts digital						
Print + SOV digitaal	20%	138.000	116.000	62.000	135.000	38.000
Print + SOV digitaal	30%	207.000	174.000	93.000	202.500	57.000
Print + SOV digitaal	40%	276.000	232.000	124.000	270.000	76.000
Print + SOV digitaal	50%	345.000	290.000	155.000	337.500	95.000
Print + SOV digitaal	60%	414.000	348.000	186.000	405.000	114.000
Print + SOV digitaal	70%	483.000	406.000	217.000	472.500	133.000
Print + SOV digitaal	80%	552.000	464.000	248.000	540.000	152.000
Print + SOV digitaal	90%	621.000	522.000	279.000	607.500	171.000
Print + SOV digitaal	100%	690.000	580.000	310.000	675.000	190.000

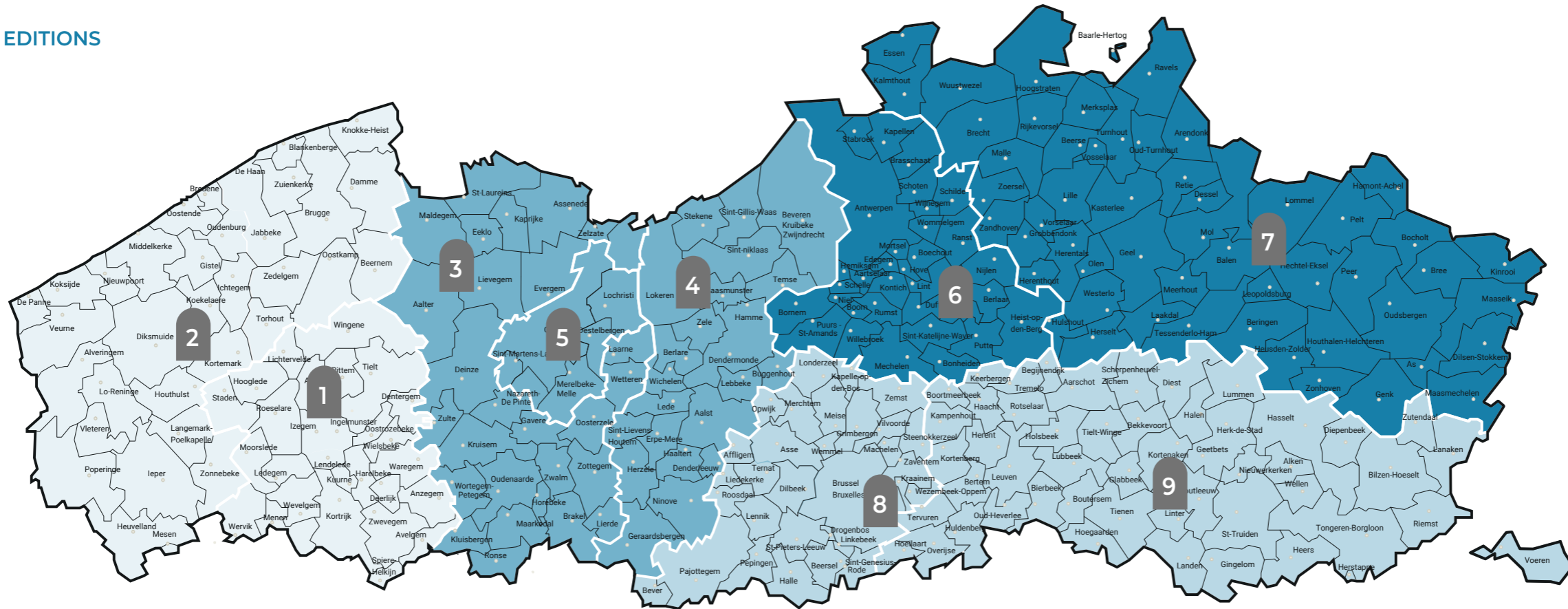
Do not sell as stand alone.

* per publication

** Inventory of number of impressions on 1st ads slot web and app during 1 week

NIEUWSBLAD

EDITIONS



West-Flanders

- 1 Kortrijk Roeselare
- 2 Brugge-Oostende-Westhoek

East-Flanders

- 3 Eeklo-Deinze-Vlaamse Ardennen
- 4 Dender-Waasland
- 5 Gent (De Gentenaar)

Antwerp

- 6 Antwerpen-Mechelen-Lier
- 7 Kempen- Noord-Limburg

Flemish Brabant & Brussels

- 8 Pajot Brussel Rand
- 9 Leuven-Hageland-Haspengouw

TOTAL DISPLAY | EDITION MODEL

STANDARD FORMATS

PRINT*

	1X ART 250	OR	1X ACC 100	OR	2X ACC 50	OR	5X AP 100
WIDTH X HEIGHT (MM)	148X203		255X100		255X50		97X50
WIDTH IN COLUMNS	3 COL		5 COL		5 COL		2 COL

* weekend edition supplement = +15%

DIGITAL



MULTIFORMAT:

Medium Rectangle + Halfpage + Billboard.
 Multi-impact is 100% viewable.
 Period 1 week, but extendable to 2 weeks.

SUPPLEMENT FOR OTHER FORMATS

PRINT*

	ART 1000	ART 750	ART 500	ACC 2	AP 400	AP 200	AP 50	PANO
WIDTH X HEIGHT (MM)	255X380	200X255	255X203	97X380	200X100	97X100	47X50	532X380
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	2 COL	4 COL	2 COL	1 COL	10 COL
SUPPLEMENT	300%	275%	180%	160%	73%	36%	10%	500%

* weekend edition supplement = +15%

EXAMPLE

1X ART 250 in Nieuwsblad (weekday) = € 10.952 -> you want an Art 1000 -> € 10.952 + 300%

TOTAL DISPLAY | EDITION MODEL

CPM € 9,00

		Province East-Flanders	Province Flemish-Flanders	Province Antwerp	Province West-Flanders	Brugge Oostende Westhoek	Kortrijk Roeselare	Gentenaar	Eeklo - Deinze-Vlaamse Ardennen	Dender Waasland	Pajot Brussel rand	Leuven Hageland Haspengouw	Antwerpen Mechelen Lier	Kempen Noord-Limburg
Print contacts per edition*		325.299	142.880	107.455	253.240	118.490	134.750	78.410	132.424	114.465	67.375	75.505	52.275	55.180
Digital contacts per edition**		1.600.000	900.000	900.000	1.200.000	280.000	240.000	390.000	250.000	120.000	50.000	200.000	450.000	500.000
Total number of contacts		1.925.299	1.042.880	1.007.455	1.453.240	398.490	374.750	468.410	382.424	234.465	117.375	275.505	502.275	555.180
Print + SOV digitaal	20%	€ 5.808	€ 2.906	€ 2.587	€ 4.439	€ 1.570	€ 1.645	€ 1.408	€ 1.642	€ 1.246	€ 696	€ 1.040	€ 1.280	€ 1.397
Print + SOV digitaal	30%	€ 7.248	€ 3.716	€ 3.397	€ 5.519	€ 1.822	€ 1.861	€ 1.759	€ 1.867	€ 1.354	€ 741	€ 1.220	€ 1.685	€ 1.847
Print + SOV digitaal	40%	€ 8.688	€ 4.526	€ 4.207	€ 6.599	€ 2.074	€ 2.077	€ 2.110	€ 2.092	€ 1.462	€ 786	€ 1.400	€ 2.090	€ 2.297
Print + SOV digitaal	50%	€ 10.128	€ 5.336	€ 5.017	€ 7.679	€ 2.326	€ 2.293	€ 2.461	€ 2.317	€ 1.570	€ 831	€ 1.580	€ 2.495	€ 2.747
Print + SOV digitaal	60%	€ 11.568	€ 6.146	€ 5.827	€ 8.759	€ 2.578	€ 2.509	€ 2.812	€ 2.542	€ 1.678	€ 876	€ 1.760	€ 2.900	€ 3.197
Print + SOV digitaal	70%	€ 13.008	€ 6.956	€ 6.637	€ 9.839	€ 2.830	€ 2.725	€ 3.163	€ 2.767	€ 1.786	€ 921	€ 1.940	€ 3.305	€ 3.647
Print + SOV digitaal	80%	€ 14.448	€ 7.766	€ 7.447	€ 10.919	€ 3.082	€ 2.941	€ 3.514	€ 2.992	€ 1.894	€ 966	€ 2.120	€ 3.710	€ 4.097
Print + SOV digitaal	90%	€ 15.888	€ 8.576	€ 8.257	€ 11.999	€ 3.334	€ 3.157	€ 3.865	€ 3.217	€ 2.002	€ 1.011	€ 2.300	€ 4.115	€ 4.547
Print + SOV digitaal	100%	€ 17.328	€ 9.386	€ 9.067	€ 13.079	€ 3.586	€ 3.373	€ 4.216	€ 3.442	€ 2.110	€ 1.056	€ 2.480	€ 4.520	€ 4.997

CONTACTS TOTAL DISPLAY

		Province East-Flanders	Province Flemish-Flanders	Province Antwerp	Province West-Flanders	Brugge Oostende Westhoek	Kortrijk Roeselare	Gentenaar	Eeklo - Deinze-Vlaamse Ardennen	Dender Waasland	Pajot Brussel rand	Leuven Hageland Haspengouw	Antwerpen Mechelen Lier	Kempen Noord-Limburg
Print contacts per edition*		325.299	142.880	107.455	253.240	118.490	134.750	78.410	132.424	114.465	67.375	75.505	52.275	55.180
Incremental contacts digital**														
Print + SOV digitaal	20%	320.000	180.000	180.000	240.000	56.000	48.000	78.000	50.000	24.000	10.000	40.000	90.000	100.000
Print + SOV digitaal	30%	480.000	270.000	270.000	360.000	84.000	72.000	117.000	75.000	36.000	15.000	60.000	135.000	150.000
Print + SOV digitaal	40%	640.000	360.000	360.000	480.000	112.000	96.000	156.000	100.000	48.000	20.000	80.000	180.000	200.000
Print + SOV digitaal	50%	800.000	450.000	450.000	600.000	140.000	120.000	195.000	125.000	60.000	25.000	100.000	225.000	250.000
Print + SOV digitaal	60%	960.000	540.000	540.000	720.000	168.000	144.000	234.000	150.000	72.000	30.000	120.000	270.000	300.000
Print + SOV digitaal	70%	1.120.000	630.000	630.000	840.000	196.000	168.000	273.000	175.000	84.000	35.000	140.000	315.000	350.000
Print + SOV digitaal	80%	1.280.000	720.000	720.000	960.000	224.000	192.000	312.000	200.000	96.000	40.000	160.000	360.000	400.000
Print + SOV digitaal	90%	1.440.000	810.000	810.000	1.080.000	252.000	216.000	351.000	225.000	108.000	45.000	180.000	405.000	450.000
Print + SOV digitaal	100%	1.600.000	900.000	900.000	1.200.000	280.000	240.000	390.000	250.000	120.000	50.000	200.000	450.000	500.000

GAZET VAN ANTWERPEN

EDITIONS



- 1 Mechelen / Waas
- 2 Stad & Rand
- 3 Kempen

TOTAL DISPLAY | EDITION MODEL

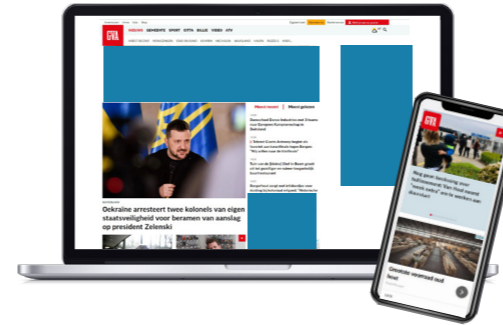
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WIDTH IN COLUMNS	5 COL	4 COL	5 COL	2 COL	4 COL	2 COL	1 COL	10 COL
SUPPLEMENT	300%	275%	180%	160%	73%	36%	10%	500%

* weekend edition supplement = +15%

EXAMPLE

1X ART 250 in Gazet van Antwerpen (weekday) = € 3.936 -> you want an Art 1000 -> € 3.936 + 300%

TOTAL DISPLAY | EDITION MODEL

CPM € 9,00

		GVA Stad & Rand	GVA Kempen	GVA Mechelen-Waas
Print contacts per edition*		193.170	108.420	64.900
Digital contacts per edition**		1.412.500	462.500	87.500
Total number of contacts		1.605.670	570.920	152.400
Print + SOV digitaal	20%	€ 4.281	€ 1.808	€ 742
Print + SOV digitaal	30%	€ 5.552	€ 2.225	€ 820
Print + SOV digitaal	40%	€ 6.824	€ 2.641	€ 899
Print + SOV digitaal	50%	€ 8.095	€ 3.057	€ 978
Print + SOV digitaal	60%	€ 9.366	€ 3.473	€ 1.057
Print + SOV digitaal	70%	€ 10.637	€ 3.890	€ 1.135
Print + SOV digitaal	80%	€ 11.909	€ 4.306	€ 1.214
Print + SOV digitaal	90%	€ 13.180	€ 4.722	€ 1.293
Print + SOV digitaal	100%	€ 14.451	€ 5.138	€ 1.372

CONTACTS TOTAL DISPLAY

		GVA Stad & Rand	GVA Kempen	GVA Mechelen-Waas
Print contacts per edition*		193.170	108.420	64.900
Incremental contacts digital				
Print + SOV digitaal	20%	282.500	92.500	17.500
Print + SOV digitaal	30%	423.750	138.750	26.250
Print + SOV digitaal	40%	565.000	185.000	35.000
Print + SOV digitaal	50%	706.250	231.250	43.750
Print + SOV digitaal	60%	847.500	277.500	52.500
Print + SOV digitaal	70%	988.750	323.750	61.250
Print + SOV digitaal	80%	1.130.000	370.000	70.000
Print + SOV digitaal	90%	1.271.250	416.250	78.750
Print + SOV digitaal	100%	1.412.500	462.500	87.500

Do not sell as stand alone.

* per publication

** Inventory of number of impressions on 1st ads slot web and app during 1 week

02

TITLE SPECIFIC

TOTAL DISPLAY | TITLE SPECIFIC

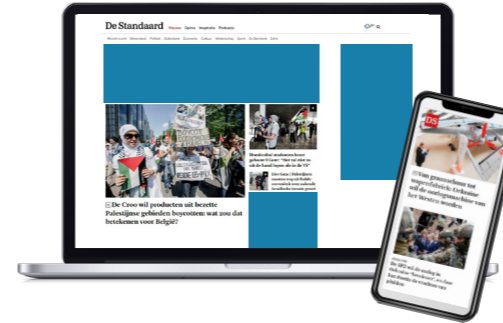
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SUPPLEMENT FOR OTHER FORMATS

PRINT*

	ART 1 000	ART 750	ART 500	ACC 2	AP 400	AP 200	AP 50	PANO
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SUPPLEMENT	300%	275%	180%	160%	73%	36%	10%	500%

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	CONTENT SEGMENTS		TOTAL DISPLAY
	PRINT	DIGITAL	INVENTORY
Everyone	444.440	5.000.000	5.444.440
Male	215.400	950.000	1.165.400
Female	229.040	500.000	729.040
18+	435.000	1.350.000	1.785.000
Active population (25-64)	191.110	900.000	1.091.110
18-54	181.380	650.000	831.380
Car	349.980	1.300.000	1.649.980
Ecology	236.370	1.400.000	1.636.370
Lifestyle	346.460	650.000	996.460
Sports	252.260	700.000	952.260
Travel	317.420	1.200.000	1.517.420
Business	191.980	1.600.000	1.791.980
Investors	245.870	1.500.000	1.745.870
Foodie	229.830	1.200.000	1.429.830
Beauty	282.940	470.000	752.940
Fashion	367.350	710.000	1.077.350
Interior and decoration	286.120	800.000	1.086.120
Health	234.070	1.100.000	1.334.070

CAMPAIGN RATES

CPM € 13,00

	+ supplement	SOV 40%		SOV 50%		SOV 60%		SOV 70%		SOV 80%		SOV 90%		SOV 100%	
		Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts
Everyone	€ 0	€ 28.311	2.177.776	€ 35.389	2.722.220	€ 42.467	3.266.664	€ 49.544	3.811.108	€ 56.622	4.355.552	€ 63.700	4.899.996	€ 70.778	5.444.440
Male	€ 1	€ 6.526	466.160	€ 8.158	582.700	€ 9.789	699.240	€ 11.421	815.780	€ 13.052	932.320	€ 14.684	1.048.860	€ 16.316	1.165.400
Female	€ 1	€ 4.083	291.616	€ 5.103	364.520	€ 6.124	437.424	€ 7.145	510.328	€ 8.165	583.232	€ 9.186	656.136	€ 10.207	729.040
18+	€ 2	€ 10.710	714.000	€ 13.388	892.500	€ 16.065	1.071.000	€ 18.743	1.249.500	€ 21.420	1.428.000	€ 24.098	1.606.500	€ 26.775	1.785.000
Active population (25-64)	€ 2	€ 6.547	436.444	€ 8.183	545.555	€ 9.820	654.666	€ 11.457	763.777	€ 13.093	872.888	€ 14.730	981.999	€ 16.367	1.091.110
18-54	€ 2	€ 4.988	332.552	€ 6.235	415.690	€ 7.482	498.828	€ 8.729	581.966	€ 9.977	665.104	€ 11.224	748.242	€ 12.471	831.380
Car	€ 2	€ 9.900	659.992	€ 12.375	824.990	€ 14.850	989.988	€ 17.325	1.154.986	€ 19.800	1.319.984	€ 22.275	1.484.982	€ 24.750	1.649.980
Ecology	€ 2	€ 9.818	654.548	€ 12.273	818.185	€ 14.727	981.822	€ 17.182	1.145.459	€ 19.636	1.309.096	€ 22.091	1.472.733	€ 24.546	1.636.370
Lifestyle	€ 2	€ 5.979	398.584	€ 7.473	498.230	€ 8.968	597.876	€ 10.463	697.522	€ 11.958	797.168	€ 13.452	896.814	€ 14.947	996.460
Sports	€ 2	€ 5.714	380.904	€ 7.142	476.130	€ 8.570	571.356	€ 9.999	666.582	€ 11.427	761.808	€ 12.856	857.034	€ 14.284	952.260
Travel	€ 2	€ 9.105	606.968	€ 11.381	758.710	€ 13.657	910.452	€ 15.933	1.062.194	€ 18.209	1.213.936	€ 20.485	1.365.678	€ 22.761	1.517.420
Business	€ 5	€ 12.902	716.792	€ 16.128	895.990	€ 19.353	1.075.188	€ 22.579	1.254.386	€ 25.805	1.433.584	€ 29.030	1.612.782	€ 32.256	1.791.980
Investors	€ 5	€ 12.570	698.348	€ 15.713	872.935	€ 18.855	1.047.522	€ 21.998	1.222.109	€ 25.141	1.396.696	€ 28.283	1.571.283	€ 31.426	1.745.870
Foodie	€ 2	€ 8.579	571.932	€ 10.724	714.915	€ 12.868	857.898	€ 15.013	1.000.881	€ 17.158	1.143.864	€ 19.303	1.286.847	€ 21.447	1.429.830
Beauty	€ 2	€ 4.518	301.176	€ 5.647	376.470	€ 6.776	451.764	€ 7.906	527.058	€ 9.035	602.352	€ 10.165	677.646	€ 11.294	752.940
Fashion	€ 2	€ 6.464	430.940	€ 8.080	538.675	€ 9.696	646.410	€ 11.312	754.145	€ 12.928	861.880	€ 14.544	969.615	€ 16.160	1.077.350
Interior and decoration	€ 2	€ 6.517	434.448	€ 8.146	543.060	€ 9.775	651.672	€ 11.404	760.284	€ 13.033	868.896	€ 14.663	977.508	€ 16.292	1.086.120
Health	€ 2	€ 8.004	533.628	€ 10.006	667.035	€ 12.007	800.442	€ 14.008	933.849	€ 16.009	1.067.256	€ 18.010	1.200.663	€ 20.011	1.334.070

TOTAL DISPLAY | TITLE SPECIFIC - SPLIT CONTACTS

DE STANDAARD / STANDAARD.be

	SOV 40%		SOV 50%		SOV 60%		SOV 70%		SOV 80%		SOV 90%		SOV 100%	
	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL
Everyone	444.440	1.733.336	444.440	2.277.780	444.440	2.822.224	444.440	3.366.668	444.440	3.911.112	444.440	4.455.556	444.440	5.000.000
Male	215.400	250.760	215.400	367.300	215.400	483.840	215.400	600.380	215.400	716.920	215.400	833.460	215.400	950.000
Female	229.040	62.576	229.040	135.480	229.040	208.384	229.040	281.288	229.040	354.192	229.040	427.096	229.040	500.000
18+	435.000	279.000	435.000	457.500	435.000	636.000	435.000	814.500	435.000	993.000	435.000	1.171.500	435.000	1.350.000
Active population (25-64)	191.110	245.334	191.110	354.445	191.110	463.556	191.110	572.667	191.110	681.778	191.110	790.889	191.110	900.000
18-54	181.380	151.172	181.380	234.310	181.380	317.448	181.380	400.586	181.380	483.724	181.380	566.862	181.380	650.000
Car	349.980	310.012	349.980	475.010	349.980	640.008	349.980	805.006	349.980	970.004	349.980	1.135.002	349.980	1.300.000
Ecology	236.370	418.178	236.370	581.815	236.370	745.452	236.370	909.089	236.370	1.072.726	236.370	1.236.363	236.370	1.400.000
Lifestyle	346.460	52.124	346.460	151.770	346.460	251.416	346.460	351.062	346.460	450.708	346.460	550.354	346.460	650.000
Sports	252.260	128.644	252.260	223.870	252.260	319.096	252.260	414.322	252.260	509.548	252.260	604.774	252.260	700.000
Travel	317.420	289.548	317.420	441.290	317.420	593.032	317.420	744.774	317.420	896.516	317.420	1.048.258	317.420	1.200.000
Business	191.980	524.812	191.980	704.010	191.980	883.208	191.980	1.062.406	191.980	1.241.604	191.980	1.420.802	191.980	1.600.000
Investors	245.870	452.478	245.870	627.065	245.870	801.652	245.870	976.239	245.870	1.150.826	245.870	1.325.413	245.870	1.500.000
Foodie	229.830	342.102	229.830	485.085	229.830	628.068	229.830	771.051	229.830	914.034	229.830	1.057.017	229.830	1.200.000
Beauty	282.940	18.236	282.940	93.530	282.940	168.824	282.940	244.118	282.940	319.412	282.940	394.706	282.940	470.000
Fashion	367.350	63.590	367.350	171.325	367.350	279.060	367.350	386.795	367.350	494.530	367.350	602.265	367.350	710.000
Interior and decoration	286.120	148.328	286.120	256.940	286.120	365.552	286.120	474.164	286.120	582.776	286.120	691.388	286.120	800.000
Health	234.070	299.558	234.070	432.965	234.070	566.372	234.070	699.779	234.070	833.186	234.070	966.593	234.070	1.100.000

TOTAL DISPLAY | TITLE SPECIFIC

STANDARD FORMATS

PRINT*

	1X ART 250	OR	1X ACC 100	OR	2X ACC 50	OR	5X AP 100
WIDTH X HEIGHT (MM)	148X203		255X100		255X50		97X50
WIDTH IN COLUMNS	3 COL		5 COL		5 COL		2 COL

* weekend edition supplement = +15%

DIGITAL



MULTIFORMAT:

Medium Rectangle + Halfpage + Billboard.
 Multi-impact is 100% viewable.
 Period 1 week, but extendable to 2 weeks.

SUPPLEMENT FOR OTHER FORMATS

PRINT*

	ART 1 000	ART 750	ART 500	ACC 2	AP 400	AP 200	AP 50	PANO
WIDTH X HEIGHT (MM)	255X380	200X255	255X203	97X380	200X100	97X100	47X50	532X380
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	2 COL	4 COL	2 COL	1 COL	10 COL
SUPPLEMENT	300%	275%	180%	160%	73%	36%	10%	500%

* weekend edition supplement = +15%

	CONTENT SEGMENTS		TOTAL DISPLAY
	PRINT	DIGITAL	INVENTORY
Everyone	961.280	21.700.000	22.661.280
Male	496.200	2.950.000	3.446.200
Female	465.080	2.150.000	2.615.080
18+	934.000	4.750.000	5.684.000
Active population (25-64)	426.110	3.100.000	3.526.110
18-54	413.630	2.100.000	2.513.630
Car	739.950	6.000.000	6.739.950
Ecology	393.130	4.500.000	4.893.130
Lifestyle	729.800	4.500.000	5.229.800
Sports	453.150	4.500.000	4.953.150
Travel	588.450	5.800.000	6.388.450
Business	257.780	6.100.000	6.357.780
Investors	530.690	4.900.000	5.430.690
Foodie	496.950	6.200.000	6.696.950
Beauty	613.430	3.300.000	3.913.430
Fashion	784.240	4.000.000	4.784.240
Interior and decoration	640.720	3.400.000	4.040.720
Health	520.970	5.500.000	6.020.970

TOTAL DISPLAY | TITLE SPECIFIC - CAMPAIGN

CAMPAIGN RATES

CPM € 9,00

	+ supplement	SOV 40%		SOV 50%		SOV 60%		SOV 70%		SOV 80%		SOV 90%		SOV 100%	
		Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts
Everyone	€ 0	€ 81.581	9.064.512	€ 101.976	11.330.640	€ 122.371	13.596.768	€ 142.766	15.862.896	€ 163.161	18.129.024	€ 183.556	20.395.152	€ 203.952	22.661.280
Male	€ 1	€ 13.785	1.378.480	€ 17.231	1.723.100	€ 20.677	2.067.720	€ 24.123	2.412.340	€ 27.570	2.756.960	€ 31.016	3.101.580	€ 34.462	3.446.200
Female	€ 1	€ 10.460	1.046.032	€ 13.075	1.307.540	€ 15.690	1.569.048	€ 18.306	1.830.556	€ 20.921	2.092.064	€ 23.536	2.353.572	€ 26.151	2.615.080
18+	€ 2	€ 25.010	2.273.600	€ 31.262	2.842.000	€ 37.514	3.410.400	€ 43.767	3.978.800	€ 50.019	4.547.200	€ 56.272	5.115.600	€ 62.524	5.684.000
Active population (25-64)	€ 2	€ 15.515	1.410.444	€ 19.394	1.763.055	€ 23.272	2.115.666	€ 27.151	2.468.277	€ 31.030	2.820.888	€ 34.908	3.173.499	€ 38.787	3.526.110
18-54	€ 2	€ 11.060	1.005.452	€ 13.825	1.256.815	€ 16.590	1.508.178	€ 19.355	1.759.541	€ 22.120	2.010.904	€ 24.885	2.262.267	€ 27.650	2.513.630
Car	€ 2	€ 29.656	2.695.980	€ 37.070	3.369.975	€ 44.484	4.043.970	€ 51.898	4.717.965	€ 59.312	5.391.960	€ 66.726	6.065.955	€ 74.139	6.739.950
Ecology	€ 2	€ 21.530	1.957.252	€ 26.912	2.446.565	€ 32.295	2.935.878	€ 37.677	3.425.191	€ 43.060	3.914.504	€ 48.442	4.403.817	€ 53.824	4.893.130
Lifestyle	€ 2	€ 23.011	2.091.920	€ 28.764	2.614.900	€ 34.517	3.137.880	€ 40.269	3.660.860	€ 46.022	4.183.840	€ 51.775	4.706.820	€ 57.528	5.229.800
Sports	€ 2	€ 21.794	1.981.260	€ 27.242	2.476.575	€ 32.691	2.971.890	€ 38.139	3.467.205	€ 43.588	3.962.520	€ 49.036	4.457.835	€ 54.485	4.953.150
Travel	€ 2	€ 28.109	2.555.380	€ 35.136	3.194.225	€ 42.164	3.833.070	€ 49.191	4.471.915	€ 56.218	5.110.760	€ 63.246	5.749.605	€ 70.273	6.388.450
Business	€ 5	€ 35.604	2.543.112	€ 44.504	3.178.890	€ 53.405	3.814.668	€ 62.306	4.450.446	€ 71.207	5.086.224	€ 80.108	5.722.002	€ 89.009	6.357.780
Investors	€ 5	€ 30.412	2.172.276	€ 38.015	2.715.345	€ 45.618	3.258.414	€ 53.221	3.801.483	€ 60.824	4.344.552	€ 68.427	4.887.621	€ 76.030	5.430.690
Foodie	€ 2	€ 29.467	2.678.780	€ 36.833	3.348.475	€ 44.200	4.018.170	€ 51.567	4.687.865	€ 58.933	5.357.560	€ 66.300	6.027.255	€ 73.666	6.696.950
Beauty	€ 2	€ 17.219	1.565.372	€ 21.524	1.956.715	€ 25.829	2.348.058	€ 30.133	2.739.401	€ 34.438	3.130.744	€ 38.743	3.522.087	€ 43.048	3.913.430
Fashion	€ 2	€ 21.051	1.913.696	€ 26.313	2.392.120	€ 31.576	2.870.544	€ 36.839	3.348.968	€ 42.101	3.827.392	€ 47.364	4.305.816	€ 52.627	4.784.240
Interior and decoration	€ 2	€ 17.779	1.616.288	€ 22.224	2.020.360	€ 26.669	2.424.432	€ 31.114	2.828.504	€ 35.558	3.232.576	€ 40.003	3.636.648	€ 44.448	4.040.720
Health	€ 2	€ 26.492	2.408.388	€ 33.115	3.010.485	€ 39.738	3.612.582	€ 46.361	4.214.679	€ 52.985	4.816.776	€ 59.608	5.418.873	€ 66.231	6.020.970

TOTAL DISPLAY | TITLE SPECIFIC - SPLIT CONTACTS







NIEUWSBLAD / NIEUWSBLAD.be

	SOV 40%		SOV 50%		SOV 60%		SOV 70%		SOV 80%		SOV 90%		SOV 100%	
	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL
Everyone	961.280	8.103.232	961.280	10.369.360	961.280	12.635.488	961.280	14.901.616	961.280	17.167.744	961.280	19.433.872	961.280	21.700.000
Male	496.200	882.280	496.200	1.226.900	496.200	1.571.520	496.200	1.916.140	496.200	2.260.760	496.200	2.605.380	496.200	2.950.000
Female	465.080	580.952	465.080	842.460	465.080	1.103.968	465.080	1.365.476	465.080	1.626.984	465.080	1.888.492	465.080	2.150.000
18+	934.000	1.339.600	934.000	1.908.000	934.000	2.476.400	934.000	3.044.800	934.000	3.613.200	934.000	4.181.600	934.000	4.750.000
Active population (25-64)	426.110	984.334	426.110	1.336.945	426.110	1.689.556	426.110	2.042.167	426.110	2.394.778	426.110	2.747.389	426.110	3.100.000
18-54	413.630	591.822	413.630	843.185	413.630	1.094.548	413.630	1.345.911	413.630	1.597.274	413.630	1.848.637	413.630	2.100.000
Car	739.950	1.956.030	739.950	2.630.025	739.950	3.304.020	739.950	3.978.015	739.950	4.652.010	739.950	5.326.005	739.950	6.000.000
Ecology	393.130	1.564.122	393.130	2.053.435	393.130	2.542.748	393.130	3.032.061	393.130	3.521.374	393.130	4.010.687	393.130	4.500.000
Lifestyle	729.800	1.362.120	729.800	1.885.100	729.800	2.408.080	729.800	2.931.060	729.800	3.454.040	729.800	3.977.020	729.800	4.500.000
Sports	453.150	1.528.110	453.150	2.023.425	453.150	2.518.740	453.150	3.014.055	453.150	3.509.370	453.150	4.004.685	453.150	4.500.000
Travel	588.450	1.966.930	588.450	2.605.775	588.450	3.244.620	588.450	3.883.465	588.450	4.522.310	588.450	5.161.155	588.450	5.800.000
Business	257.780	2.285.332	257.780	2.921.110	257.780	3.556.888	257.780	4.192.666	257.780	4.828.444	257.780	5.464.222	257.780	6.100.000
Investors	530.690	1.641.586	530.690	2.184.655	530.690	2.727.724	530.690	3.270.793	530.690	3.813.862	530.690	4.356.931	530.690	4.900.000
Foodie	496.950	2.181.830	496.950	2.851.525	496.950	3.521.220	496.950	4.190.915	496.950	4.860.610	496.950	5.530.305	496.950	6.200.000
Beauty	613.430	951.942	613.430	1.343.285	613.430	1.734.628	613.430	2.125.971	613.430	2.517.314	613.430	2.908.657	613.430	3.300.000
Fashion	784.240	1.129.456	784.240	1.607.880	784.240	2.086.304	784.240	2.564.728	784.240	3.043.152	784.240	3.521.576	784.240	4.000.000
Interior and decoration	640.720	975.568	640.720	1.379.640	640.720	1.783.712	640.720	2.187.784	640.720	2.591.856	640.720	2.995.928	640.720	3.400.000
Health	520.970	1.887.418	520.970	2.489.515	520.970	3.091.612	520.970	3.693.709	520.970	4.295.806	520.970	4.897.903	520.970	5.500.000

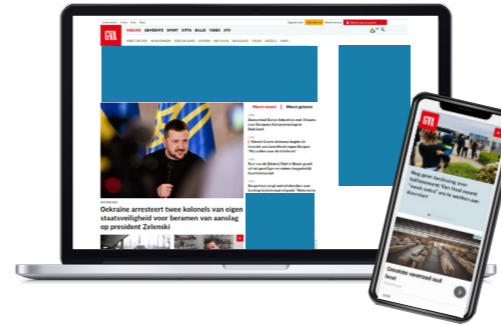
TOTAL DISPLAY | TITLE SPECIFIC

STANDARD FORMATS

PRINT*	1X ART 250	OR	1X ACC 100	OR	2X ACC 50	OR	5X AP 100
WIDTH X HEIGHT (MM)	148X203		255X100		255X50		97X50
WIDTH IN COLUMNS	3 COL		5 COL		5 COL		2 COL
							

* weekend edition supplement = +15%









DIGITAL



MULTIFORMAT:

Medium Rectangle + Halfpage + Billboard.
 Multi-impact is 100% viewable.
 Period 1 week, but extendable to 2 weeks.

SUPPLEMENT FOR OTHER FORMATS

PRINT*	ART 1 000	ART 750	ART 500	ACC 2	AP 400	AP 200	AP 50	PANO
WIDTH X HEIGHT (MM)	255X380	200X255	255X203	97X380	200X100	97X100	47X50	532X380
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	2 COL	4 COL	2 COL	1 COL	10 COL
								
SUPPLEMENT	300%	275%	180%	160%	73%	36%	10%	500%

* weekend edition supplement = +15%

	CONTENT SEGMENTS		TOTAL DISPLAY
	PRINT	DIGITAL	INVENTORY
Everyone	410.440	9.600.000	10.010.440
Male	224.860	1.000.000	1.224.860
Female	185.580	800.000	985.580
18+	394.490	1.750.000	2.144.490
Active population (25-64)	174.700	1.100.000	1.274.700
18-54	180.800	800.000	980.800
Car	293.160	2.000.000	2.293.160
Ecology	165.640	1.500.000	1.665.640
Lifestyle	297.410	1.300.000	1.597.410
Sports	214.200	1.350.000	1.564.200
Travel	251.420	2.100.000	2.351.420
Business	109.370	2.400.000	2.509.370
Investors	191.570	1.700.000	1.891.570
Foodie	186.970	2.200.000	2.386.970
Beauty	242.770	1.000.000	1.242.770
Fashion	310.660	1.270.000	1.580.660
Interior and decoration	248.650	1.300.000	1.548.650
Health	215.950	1.750.000	1.965.950

TOTAL DISPLAY | TITLE SPECIFIC - CAMPAIGN

CAMPAIGN RATES

CPM € 10,50

	+ supplement	SOV 40%		SOV 50%		SOV 60%		SOV 70%		SOV 80%		SOV 90%		SOV 100%	
		Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts
Everyone	€ 0	€ 36.038	4.004.176	€ 45.047	5.005.220	€ 54.056	6.006.264	€ 63.066	7.007.308	€ 72.075	8.008.352	€ 81.085	9.009.396	€ 90.094	10.010.440
Male	€ 1	€ 4.899	489.944	€ 6.124	612.430	€ 7.349	734.916	€ 8.574	857.402	€ 9.799	979.888	€ 11.024	1.102.374	€ 12.249	1.224.860
Female	€ 1	€ 3.942	394.232	€ 4.928	492.790	€ 5.913	591.348	€ 6.899	689.906	€ 7.885	788.464	€ 8.870	887.022	€ 9.856	985.580
18+	€ 2	€ 9.436	857.796	€ 11.795	1.072.245	€ 14.154	1.286.694	€ 16.513	1.501.143	€ 18.872	1.715.592	€ 21.230	1.930.041	€ 23.589	2.144.490
Active population (25-64)	€ 2	€ 5.609	509.880	€ 7.011	637.350	€ 8.413	764.820	€ 9.815	892.290	€ 11.217	1.019.760	€ 12.620	1.147.230	€ 14.022	1.274.700
18-54	€ 2	€ 4.316	392.320	€ 5.394	490.400	€ 6.473	588.480	€ 7.552	686.560	€ 8.631	784.640	€ 9.710	882.720	€ 10.789	980.800
Car	€ 2	€ 10.090	917.264	€ 12.612	1.146.580	€ 15.135	1.375.896	€ 17.657	1.605.212	€ 20.180	1.834.528	€ 22.702	2.063.844	€ 25.225	2.293.160
Ecology	€ 2	€ 7.329	666.256	€ 9.161	832.820	€ 10.993	999.384	€ 12.825	1.165.948	€ 14.658	1.332.512	€ 16.490	1.499.076	€ 18.322	1.665.640
Lifestyle	€ 2	€ 7.029	638.964	€ 8.786	798.705	€ 10.543	958.446	€ 12.300	1.118.187	€ 14.057	1.277.928	€ 15.814	1.437.669	€ 17.572	1.597.410
Sports	€ 2	€ 6.882	625.680	€ 8.603	782.100	€ 10.324	938.520	€ 12.044	1.094.940	€ 13.765	1.251.360	€ 15.486	1.407.780	€ 17.206	1.564.200
Travel	€ 2	€ 10.346	940.568	€ 12.933	1.175.710	€ 15.519	1.410.852	€ 18.106	1.645.994	€ 20.692	1.881.136	€ 23.279	2.116.278	€ 25.866	2.351.420
Business	€ 5	€ 14.052	1.003.748	€ 17.566	1.254.685	€ 21.079	1.505.622	€ 24.592	1.756.559	€ 28.105	2.007.496	€ 31.618	2.258.433	€ 35.131	2.509.370
Investors	€ 5	€ 10.593	756.628	€ 13.241	945.785	€ 15.889	1.134.942	€ 18.537	1.324.099	€ 21.186	1.513.256	€ 23.834	1.702.413	€ 26.482	1.891.570
Foodie	€ 2	€ 10.503	954.788	€ 13.128	1.193.485	€ 15.754	1.432.182	€ 18.380	1.670.879	€ 21.005	1.909.576	€ 23.631	2.148.273	€ 26.257	2.386.970
Beauty	€ 2	€ 5.468	497.108	€ 6.835	621.385	€ 8.202	745.662	€ 9.569	869.939	€ 10.936	994.216	€ 12.303	1.118.493	€ 13.670	1.242.770
Fashion	€ 2	€ 6.955	632.264	€ 8.694	790.330	€ 10.432	948.396	€ 12.171	1.106.462	€ 13.910	1.264.528	€ 15.649	1.422.594	€ 17.387	1.580.660
Interior and decoration	€ 2	€ 6.814	619.460	€ 8.518	774.325	€ 10.221	929.190	€ 11.925	1.084.055	€ 13.628	1.238.920	€ 15.332	1.393.785	€ 17.035	1.548.650
Health	€ 2	€ 8.650	786.380	€ 10.813	982.975	€ 12.975	1.179.570	€ 15.138	1.376.165	€ 17.300	1.572.760	€ 19.463	1.769.355	€ 21.625	1.965.950

TOTAL DISPLAY | TITLE SPECIFIC - SPLIT CONTACTS

GAZET VAN ANTWERPEN / GVA.be

	SOV 40%		SOV 50%		SOV 60%		SOV 70%		SOV 80%		SOV 90%		SOV 100%	
	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL
Everyone	410.440	3.593.736	410.440	4.594.780	410.440	5.595.824	410.440	6.596.868	410.440	7.597.912	410.440	8.598.956	410.440	9.600.000
Male	224.860	265.084	224.860	387.570	224.860	510.056	224.860	632.542	224.860	755.028	224.860	877.514	224.860	1.000.000
Female	185.580	208.652	185.580	307.210	185.580	405.768	185.580	504.326	185.580	602.884	185.580	701.442	185.580	800.000
18+	394.490	463.306	394.490	677.755	394.490	892.204	394.490	1.106.653	394.490	1.321.102	394.490	1.535.551	394.490	1.750.000
Active population (25-64)	174.700	335.180	174.700	462.650	174.700	590.120	174.700	717.590	174.700	845.060	174.700	972.530	174.700	1.100.000
18-54	180.800	211.520	180.800	309.600	180.800	407.680	180.800	505.760	180.800	603.840	180.800	701.920	180.800	800.000
Car	293.160	624.104	293.160	853.420	293.160	1.082.736	293.160	1.312.052	293.160	1.541.368	293.160	1.770.684	293.160	2.000.000
Ecology	165.640	500.616	165.640	667.180	165.640	833.744	165.640	1.000.308	165.640	1.166.872	165.640	1.333.436	165.640	1.500.000
Lifestyle	297.410	341.554	297.410	501.295	297.410	661.036	297.410	820.777	297.410	980.518	297.410	1.140.259	297.410	1.300.000
Sports	214.200	411.480	214.200	567.900	214.200	724.320	214.200	880.740	214.200	1.037.160	214.200	1.193.580	214.200	1.350.000
Travel	251.420	689.148	251.420	924.290	251.420	1.159.432	251.420	1.394.574	251.420	1.629.716	251.420	1.864.858	251.420	2.100.000
Business	109.370	894.378	109.370	1.145.315	109.370	1.396.252	109.370	1.647.189	109.370	1.898.126	109.370	2.149.063	109.370	2.400.000
Investors	191.570	565.058	191.570	754.215	191.570	943.372	191.570	1.132.529	191.570	1.321.686	191.570	1.510.843	191.570	1.700.000
Foodie	186.970	767.818	186.970	1.006.515	186.970	1.245.212	186.970	1.483.909	186.970	1.722.606	186.970	1.961.303	186.970	2.200.000
Beauty	242.770	254.338	242.770	378.615	242.770	502.892	242.770	627.169	242.770	751.446	242.770	875.723	242.770	1.000.000
Fashion	310.660	321.604	310.660	479.670	310.660	637.736	310.660	795.802	310.660	953.868	310.660	1.111.934	310.660	1.270.000
Interior and decoration	248.650	370.810	248.650	525.675	248.650	680.540	248.650	835.405	248.650	990.270	248.650	1.145.135	248.650	1.300.000
Health	215.950	570.430	215.950	767.025	215.950	963.620	215.950	1.160.215	215.950	1.356.810	215.950	1.553.405	215.950	1.750.000

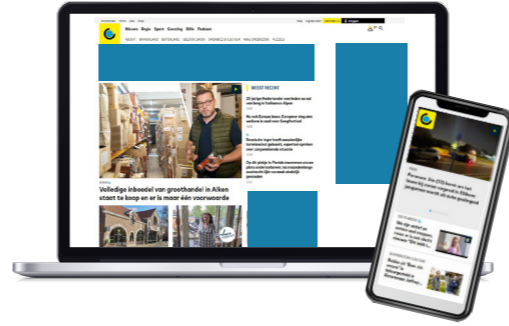
TOTAL DISPLAY | TITLE SPECIFIC

STANDARD FORMATS

PRINT*	1X ART 250	OR	1X ACC 100	OR	2X ACC 50	OR	5X AP 100
WIDTH X HEIGHT (MM)	148X203		255X100		255X50		97X50
WIDTH IN COLUMNS	3 COL		5 COL		5 COL		2 COL

* weekend edition supplement = +15%

DIGITAL



MULTIFORMAT:

Medium Rectangle + Halfpage + Billboard.
 Multi-impact is 100% viewable.
 Period 1 week, but extendable to 2 weeks.

SUPPLEMENT FOR OTHER FORMATS

PRINT*	ART 1 000	ART 750	ART 500	ACC 2	AP 400	AP 200	AP 50	PANO
WIDTH X HEIGHT (MM)	255X380	200X255	255X203	97X380	200X100	97X100	47X50	532X380
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	2 COL	4 COL	2 COL	1 COL	10 COL
SUPPLEMENT	300%	275%	180%	160%	73%	36%	10%	500%

* weekend edition supplement = +15%

	CONTENT SEGMENTS		TOTAL DISPLAY
	PRINT	DIGITAL	INVENTORY
Everyone	384.650	5.650.000	6.034.650
Male	188.850	750.000	938.850
Female	195.800	500.000	695.800
18+	376.400	1.200.000	1.576.400
Active population (25-64)	174.310	700.000	874.310
18-54	159.280	500.000	659.280
Car	340.830	1.300.000	1.640.830
Ecology	147.510	900.000	1.047.510
Lifestyle	295.210	950.000	1.245.210
Sports	186.000	900.000	1.086.000
Travel	217.660	1.100.000	1.317.660
Business	95.510	1.300.000	1.395.510
Investors	206.060	1.000.000	1.206.060
Foodie	213.300	1.250.000	1.463.300
Beauty	233.840	600.000	833.840
Fashion	330.760	750.000	1.080.760
Interior and decoration	248.470	800.000	1.048.470
Health	198.290	1.000.000	1.198.290

TOTAL DISPLAY | TITLE SPECIFIC - CAMPAIGN

CAMPAIGN RATES

CPM € 9,00

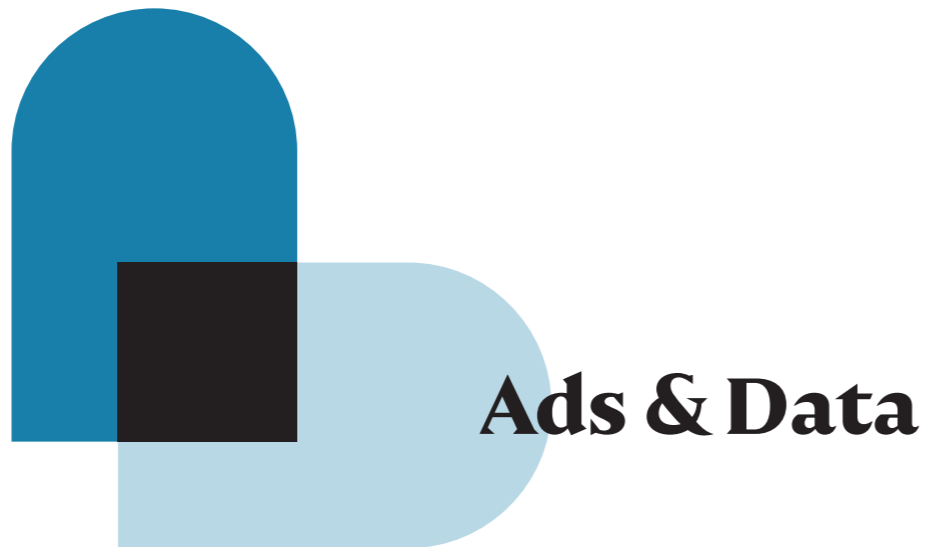
	+ supplement	SOV 40%		SOV 50%		SOV 60%		SOV 70%		SOV 80%		SOV 90%		SOV 100%	
		Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts	Rate	# contacts
Everyone	€ 0	€ 21.725	2.413.860	€ 27.156	3.017.325	€ 32.587	3.620.790	€ 38.018	4.224.255	€ 43.449	4.827.720	€ 48.881	5.431.185	€ 54.312	6.034.650
Male	€ 1	€ 3.755	375.540	€ 4.694	469.425	€ 5.633	563.310	€ 6.572	657.195	€ 7.511	751.080	€ 8.450	844.965	€ 9.389	938.850
Female	€ 1	€ 2.783	278.320	€ 3.479	347.900	€ 4.175	417.480	€ 4.871	487.060	€ 5.566	556.640	€ 6.262	626.220	€ 6.958	695.800
18+	€ 2	€ 6.936	630.560	€ 8.670	788.200	€ 10.404	945.840	€ 12.138	1.103.480	€ 13.872	1.261.120	€ 15.606	1.418.760	€ 17.340	1.576.400
Active population (25-64)	€ 2	€ 3.847	349.724	€ 4.809	437.155	€ 5.770	524.586	€ 6.732	612.017	€ 7.694	699.448	€ 8.656	786.879	€ 9.617	874.310
18-54	€ 2	€ 2.901	263.712	€ 3.626	329.640	€ 4.351	395.568	€ 5.076	461.496	€ 5.802	527.424	€ 6.527	593.352	€ 7.252	659.280
Car	€ 2	€ 7.220	656.332	€ 9.025	820.415	€ 10.829	984.498	€ 12.634	1.148.581	€ 14.439	1.312.664	€ 16.244	1.476.747	€ 18.049	1.640.830
Ecology	€ 2	€ 4.609	419.004	€ 5.761	523.755	€ 6.914	628.506	€ 8.066	733.257	€ 9.218	838.008	€ 10.370	942.759	€ 11.523	1.047.510
Lifestyle	€ 2	€ 5.479	498.084	€ 6.849	622.605	€ 8.218	747.126	€ 9.588	871.647	€ 10.958	996.168	€ 12.328	1.120.689	€ 13.697	1.245.210
Sports	€ 2	€ 4.778	434.400	€ 5.973	543.000	€ 7.168	651.600	€ 8.362	760.200	€ 9.557	868.800	€ 10.751	977.400	€ 11.946	1.086.000
Travel	€ 2	€ 5.798	527.064	€ 7.247	658.830	€ 8.697	790.596	€ 10.146	922.362	€ 11.595	1.054.128	€ 13.045	1.185.894	€ 14.494	1.317.660
Business	€ 5	€ 7.815	558.204	€ 9.769	697.755	€ 11.722	837.306	€ 13.676	976.857	€ 15.630	1.116.408	€ 17.583	1.255.959	€ 19.537	1.395.510
Investors	€ 5	€ 6.754	482.424	€ 8.442	603.030	€ 10.131	723.636	€ 11.819	844.242	€ 13.508	964.848	€ 15.196	1.085.454	€ 16.885	1.206.060
Foodie	€ 2	€ 6.439	585.320	€ 8.048	731.650	€ 9.658	877.980	€ 11.267	1.024.310	€ 12.877	1.170.640	€ 14.487	1.316.970	€ 16.096	1.463.300
Beauty	€ 2	€ 3.669	333.536	€ 4.586	416.920	€ 5.503	500.304	€ 6.421	583.688	€ 7.338	667.072	€ 8.255	750.456	€ 9.172	833.840
Fashion	€ 2	€ 4.755	432.304	€ 5.944	540.380	€ 7.133	648.456	€ 8.322	756.532	€ 9.511	864.608	€ 10.700	972.684	€ 11.888	1.080.760
Interior and decoration	€ 2	€ 4.613	419.388	€ 5.767	524.235	€ 6.920	629.082	€ 8.073	733.929	€ 9.227	838.776	€ 10.380	943.623	€ 11.533	1.048.470
Health	€ 2	€ 5.272	479.316	€ 6.591	599.145	€ 7.909	718.974	€ 9.227	838.803	€ 10.545	958.632	€ 11.863	1.078.461	€ 13.181	1.198.290

TOTAL DISPLAY | TITLE SPECIFIC - SPLIT CONTACTS

HET BELANG VAN LIMBURG / HBVL.be

	SOV 40%		SOV 50%		SOV 60%		SOV 70%		SOV 80%		SOV 90%		SOV 100%	
	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL	PRINT	DIGITAL
Everyone	384.650	2.029.210	384.650	2.632.675	384.650	3.236.140	384.650	3.839.605	384.650	4.443.070	384.650	5.046.535	384.650	5.650.000
Male	188.850	186.690	188.850	280.575	188.850	374.460	188.850	468.345	188.850	562.230	188.850	656.115	188.850	750.000
Female	195.800	82.520	195.800	152.100	195.800	221.680	195.800	291.260	195.800	360.840	195.800	430.420	195.800	500.000
18+	376.400	254.160	376.400	411.800	376.400	569.440	376.400	727.080	376.400	884.720	376.400	1.042.360	376.400	1.200.000
Active population (25-64)	174.310	175.414	174.310	262.845	174.310	350.276	174.310	437.707	174.310	525.138	174.310	612.569	174.310	700.000
18-54	159.280	104.432	159.280	170.360	159.280	236.288	159.280	302.216	159.280	368.144	159.280	434.072	159.280	500.000
Car	340.830	315.502	340.830	479.585	340.830	643.668	340.830	807.751	340.830	971.834	340.830	1.135.917	340.830	1.300.000
Ecology	147.510	271.494	147.510	376.245	147.510	480.996	147.510	585.747	147.510	690.498	147.510	795.249	147.510	900.000
Lifestyle	295.210	202.874	295.210	327.395	295.210	451.916	295.210	576.437	295.210	700.958	295.210	825.479	295.210	950.000
Sports	186.000	248.400	186.000	357.000	186.000	465.600	186.000	574.200	186.000	682.800	186.000	791.400	186.000	900.000
Travel	217.660	309.404	217.660	441.170	217.660	572.936	217.660	704.702	217.660	836.468	217.660	968.234	217.660	1.100.000
Business	95.510	462.694	95.510	602.245	95.510	741.796	95.510	881.347	95.510	1.020.898	95.510	1.160.449	95.510	1.300.000
Investors	206.060	276.364	206.060	396.970	206.060	517.576	206.060	638.182	206.060	758.788	206.060	879.394	206.060	1.000.000
Foodie	213.300	372.020	213.300	518.350	213.300	664.680	213.300	811.010	213.300	957.340	213.300	1.103.670	213.300	1.250.000
Beauty	233.840	99.696	233.840	183.080	233.840	266.464	233.840	349.848	233.840	433.232	233.840	516.616	233.840	600.000
Fashion	330.760	101.544	330.760	209.620	330.760	317.696	330.760	425.772	330.760	533.848	330.760	641.924	330.760	750.000
Interior and decoration	248.470	170.918	248.470	275.765	248.470	380.612	248.470	485.459	248.470	590.306	248.470	695.153	248.470	800.000
Health	198.290	281.026	198.290	400.855	198.290	520.684	198.290	640.513	198.290	760.342	198.290	880.171	198.290	1.000.000

CONTACT



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