

# MAGNIFY YOUR BRAND AWARENESS WITH



IPM and Mediahuis are pooling their 7 flagship titles to present a new product in the fresh and exciting TANGO family advertising combinations. TANGO+ is a brand new package that delivers special format advertising slots in each of the 7 daily newspapers. Even better value if combined with tangonews.be online publicity.

## BACKCOVER



	VALUE
Dernière Heure Les Sports	€59.961
La Libre Belgique	€38.100
L'Avenir	€59.100
De Standaard	on demand
Het Nieuwsblad	on demand
De Gazet van Antwerpen	€67.605
Het Belang van Limburg	€60.405

**TOTAL BRANDS** €263.211

**TANGO+ PACK** €95.000\*



## PANO 2-3



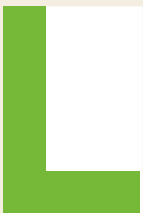
	VALUE
Dernière Heure Les Sports	€90.096
La Libre Belgique	€57.159
L'Avenir	€88.650
De Standaard	€123.750
Het Nieuwsblad	€190.125
De Gazet van Antwerpen	€101.415
Het Belang van Limburg	€90.615

**TOTAL BRANDS** €741.810

**TANGO+ PACK** €220.000



## L - ADVERT



	VALUE
Dernière Heure Les Sports	€8.560
La Libre Belgique	€5.427
L'Avenir	€9.078
De Standaard	€12.796
Het Nieuwsblad	€19.920
De Gazet van Antwerpen	€11.043
Het Belang van Limburg	€9.975

**TOTAL BRANDS** €76.800

**TANGO+ PACK** €70.000



**-10% EXTRA DISCOUNT IF COMBINED WITH TANGONEWS.BE ONLINE PUBLICITY**

## FACTS & FIGURES

Survey: CIM Press 2013-2014(2) EN

Universe ('000): 9.576,2

Target Base: 12+ <All waves>

Target Base Size ('000): 9.576,2

Target Group: 12+

Target Group Size ('000): 9.576,2 Sample: 10.057

Percentage: 100,0%

TOTAL		Reach (000)	Reach (%)	GRP
Total		9.576.190	100	N/A
CIM Language	French	4.201.400	100	N/A
	Dutch	5.374.780	100	N/A
Profession Interviewed Person (20 cat.)	Executive	429.240	100	N/A
Social groups	SG 1-4	4.843.380	100	N/A

TANGO+ (Paper + Digital Versions)		Reach (000)	Reach (%)	GRP
Total		2.849.170	29,8	33,2
CIM Language	French	919.810	21,9	24,8
	Dutch	1.929.360	35,9	<b>39,8</b>
Profession Interviewed Person (20 cat.)	Executive	161.780	37,7	<b>46,6</b>
Social groups	SG 1-4	1.550.790	32	36,8

TANGO+ (Total Brand)		Reach (000)	Reach (%)	GRP
Total		3.554.040	37,1	44,3
CIM Language	French	1.155.770	27,5	32,7
	Dutch	2.398.270	44,6	<b>53,3</b>
Profession Interviewed Person (20 cat.)	Executive	221.360	51,6	<b>70</b>
Social groups	SG 1-4	2.008.780	41,5	<b>51,5</b>

## CONTACTS



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