

TOTAL BRAND TANGO

Het Nieuwsblad

l'avenir

La Libre BELGIE

dS De Standaard

HET BELANG VAN LIMBURG

DH.be

GAZET VAN ANTWERPEN

IMMEDIATE REACH

CONNECT WITH 3.461.970 BELGIANS IN ONE DAY!*

IPM + MEDIAHUIS CONNECT COLLABORATION

COLLABORATION OF 7 STRONG NEWSBRANDS

BRING YOUR CREATIVE STORY THROUGHOUT THE DAY

EMPHASIZE THE PRESENCE OF YOUR BRAND AT DIFFERENT TIMES OF THE DAY ON DIFFERENT DEVICES

TANGO 1
1 DAY

ART. 1000 + DIGITAL

	TANGO	DIGITAL
Reach	3.461.970	• splash on all websites
Total contacts	4.140.310	• splash on mobile websites (nieuwsblad.be, standaard.be, lavenir.net)
Value	€ 234.767	• 100% SOV 1 day mobile banner on other websites (gva.be, hbvl.be, lalibre.be, dhnet.be)
Rate	€ 130.000	
Cost/000	€ 31	

* CIM Press 2013 (2) - March 2014

TOTAL BRAND TANGO

TANGO 3

3
DAYS*

ART. 500 + DIGITAL

	TANGO
Reach	4.637.750
Total contacts	12.420.950
Value	€ 503.184
Rate	€ 200.000
Cost/000	€ 16

DIGITAL

- splash on all websites
- splash on mobile websites (nieuwsblad.be, standaard.be, lavenir.net)
- 100% SOV 3 days mobile banner on other websites (gva.be, hbvl.be, lalibre.be, dhnet.be)

TANGO 3

3
DAYS*

ART. 1000 + DIGITAL

	TANGO
Reach	4.637.750
Total contacts	12.420.950
Value	€ 694.267
Rate	€ 240.000
Cost/000	€ 19

DIGITAL

- splash on all websites
- splash on mobile websites (nieuwsblad.be, standaard.be, lavenir.net)
- 100% SOV 3 days mobile banner on other websites (gva.be, hbvl.be, lalibre.be, dhnet.be)

TANGO 5

5
DAYS*

ART. 250 + DIGITAL

	TANGO
Reach	5.114.290
Total contacts	20.701.570
Value	€ 574.400
Rate	€ 200.000
Cost/000	€ 10

DIGITAL

- leaderboard 20% SOV on all websites inclusive mobile websites nieuwsblad.be, standaard.be, lavenir.net
- 20% SOV 5 days mobile banner on other websites (gva.be, hbvl.be, lalibre.be, dhnet.be)

*Package period: 2 weeks

