

)NP(

News Power



Ads & Data

1 PERFECT GENDER EQUALITY



REACH MEN & WOMEN ALIKE

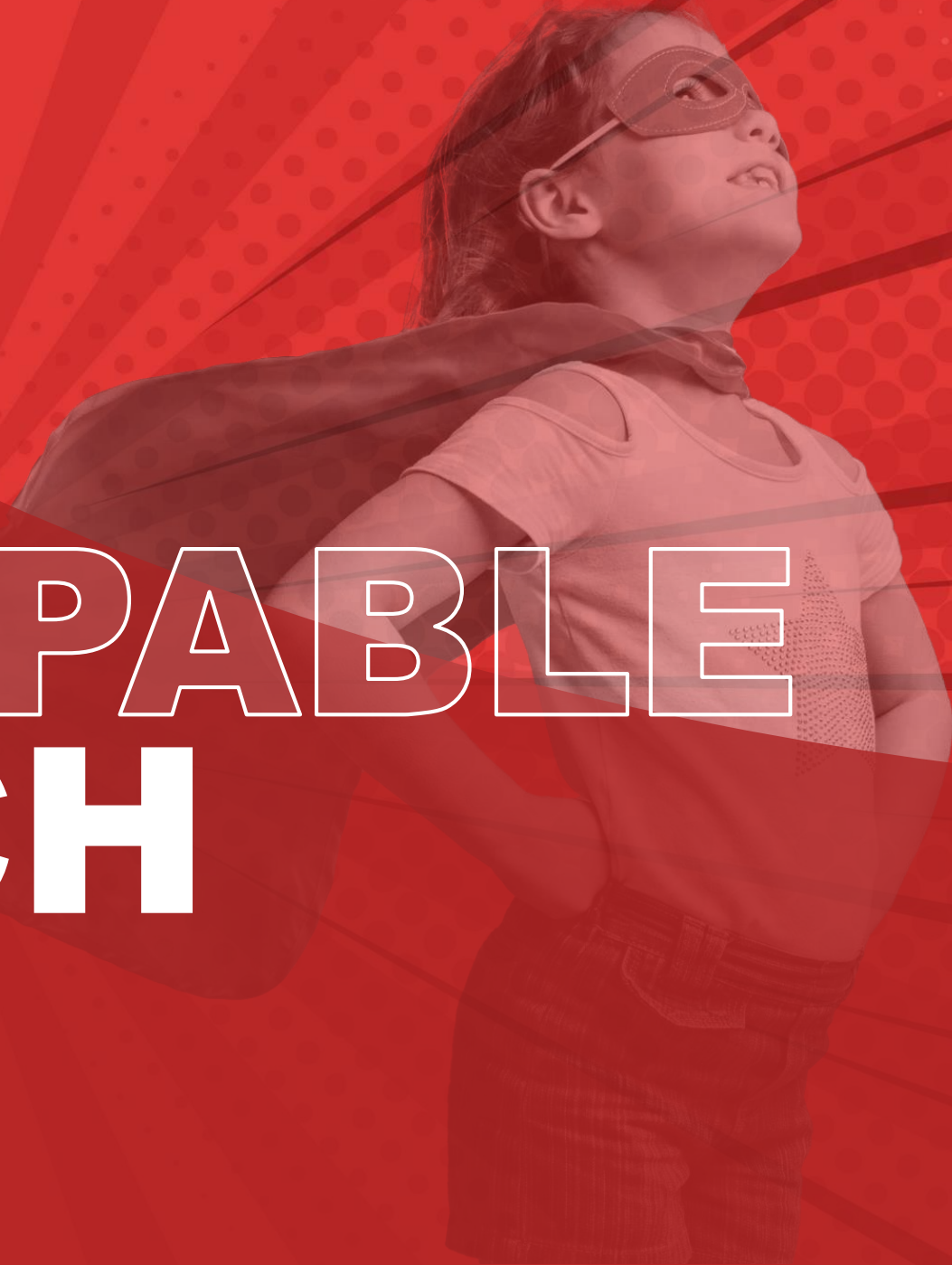


51% | 49%



2

UN- STOPPABLE REACH



REACH MORE
THAN
5 MILLION
BELGIANS
EVERYDAY

5,4 millions CIM TOTAL BRAND 2024



Source CIM 2024 Total Brand

REACH MORE
THAN
**7 MILLION
BELGIANS
EVERY WEEK**



7,4 millions CIM TOTAL BRAND 2024

Source CIM 2024 Total Brand

REACH HALF YOUR TARGET IN ONE DAY



UNSTOPPABLE OVER THE YEARS

**NP TOTAL
BRAND**

5,5

5,3

5,4

**NP PAPER
+ PDF**

4,1

3,7

3,7

NP WEB

3,2

3,3

3,5

2022

2023

2024

3 AMAZING FOCUS & TRUST



A MEDIA FUELED BY A REAL DESIRE TO READ

VS OTHER MEDIA

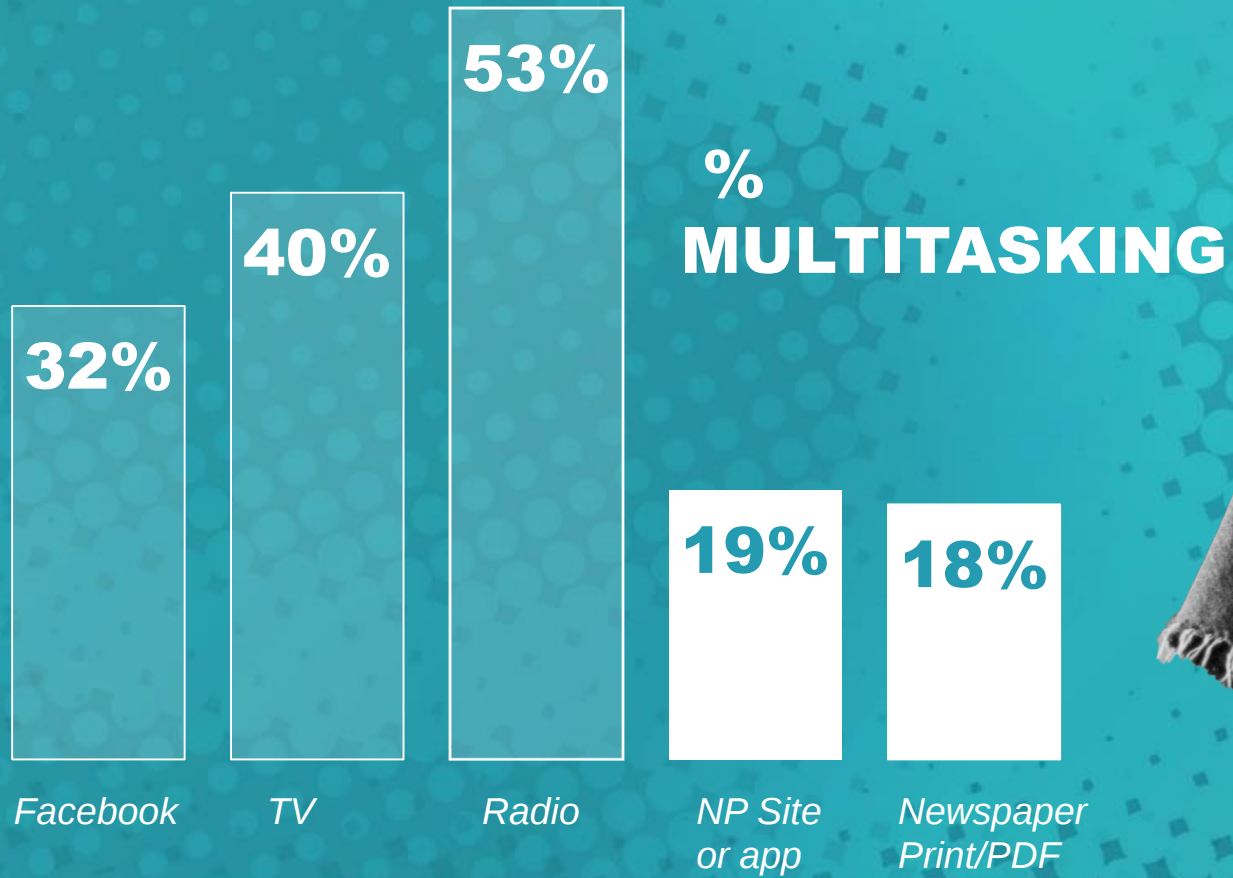




WHICH
TRANSLATES INTO
INCREDIBLE
ATTACHMENT
(SUBSCRIPTION RATE)

89%

AND OFFER EXCLUSIVE ATTENTION



GENERATING DEEP AND LASTING TRUST

82%

SEE THE QUALITY OF
THEIR NEWSBRANDS AS
EXCELLENT



82%

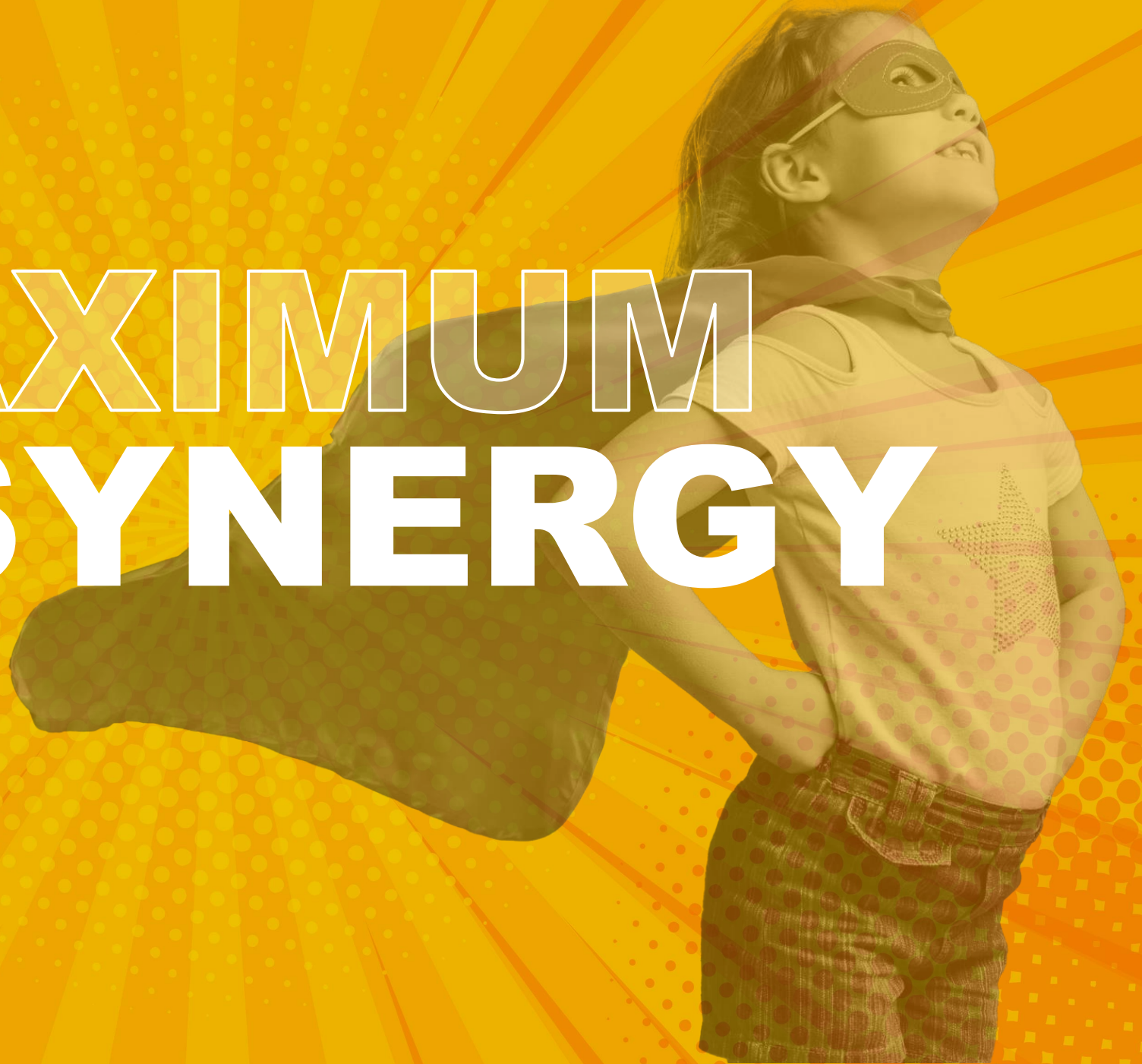
NEWSBRANDS ARE
CREDIBLE
AND TRUSTWORTHY

PROVIDING THE **PERFECT SETTING** FOR ADS

SEEN AS
LESS
INTRUSIVE
THAN IN MOST
OTHER MEDIA

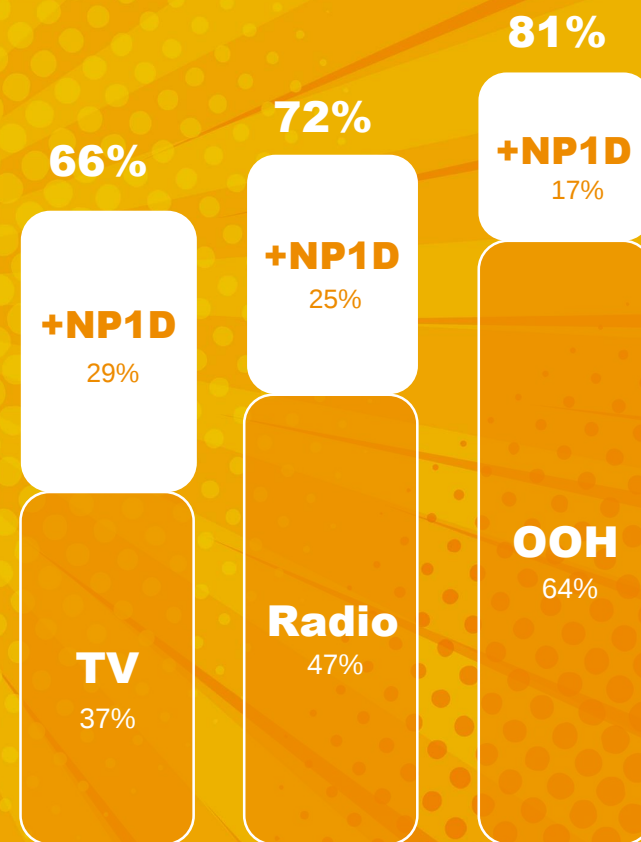
SEEN AS
MORE
INTERESTING
THAN IN MOST
OTHER MEDIA

4 MAXIMUM SYNERGY



THE OPTIMAL MATCH FOR YOUR CAMPAIGN

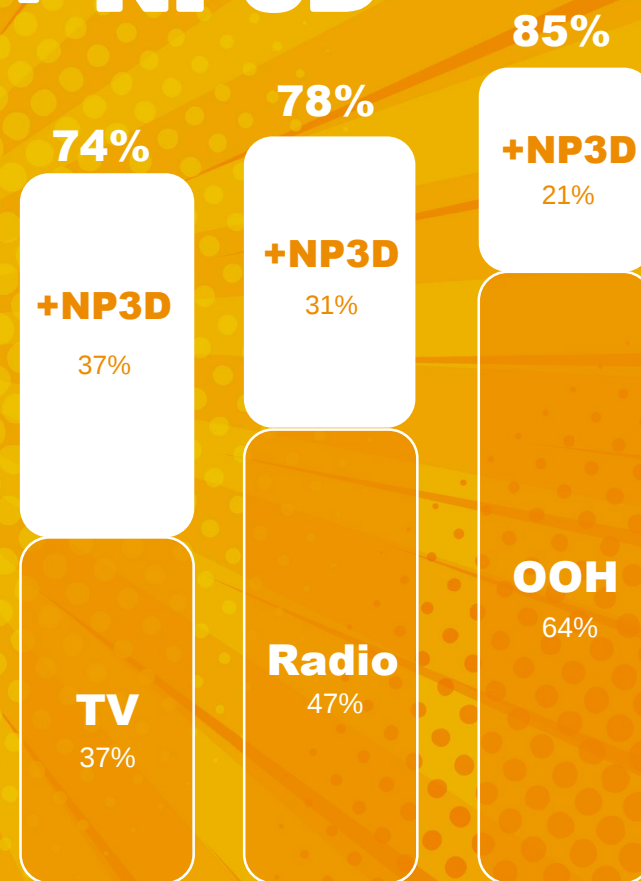
ONE WEEK
CAMPAIGN
+ NP1D



Source : Source (per medium): CIM BPS 2023, CIM TV, CIM RAM, CIM OOH 16+(Reach 1 OTS+)

THE OPTIMAL MATCH FOR YOUR CAMPAIGN

ONE WEEK CAMPAIGN + NP3D



Source : Source (per medium): CIM BPS 2023, CIM TV, CIM RAM, CIM OOH 16+(Reach 1 OTS+)