

Autosalon 2023

January is the best month for car sales and introducing new models. Discover our complete and multimedia offer now and find out how you can warm up car enthusiasts with your selection of cars!

www.tbooandmore.be



The official Brussels Motor Show catalogue

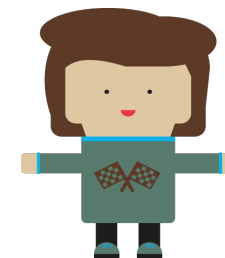
Print - 2023



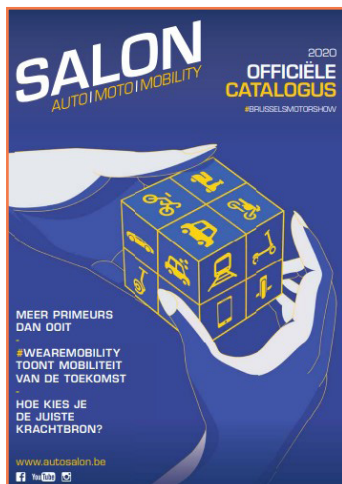
Discover our complete and **multimedia offer** now and find out how you can warm up car enthusiasts with your selection of cars!

Show your brand in the only official Brussels Motor Show catalogue.

- The catalogue is inserted in Nieuwsblad, L'Avenir, La Dernière Heure and La Libre Belgique.
- Will be distributed during the Brussels Motor Show (15.000 copies).
- Digital magazine in destandaard.be, gva.be and hbvl.be.



Car lover



PUBLICATION		COPIES
Nieuwsblad	Tuesday and Wednesday: 10 & 11 January 2023	325.000 copies
L'Avenir	Tuesday 10 January 2023	
La Dernière Heure - La Libre Belgique	Saturday 7 January 2023	
destandaard.be - gva.be - hbvl.be	Tuesday 10 January 2023	91.000 downloads

De Standaard



GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG

La Libre

l'avenir



FORMAT	PRICE
2/1 page	€ 35.200
1/1 page	€ 24.200
Cover 2	€ 32.670
Cover 3	€ 30.250
Cover 4	€ 36.300
Gatefold (4 pages)*	€ 72.600

* exclusive € 15.000 technical costs



PRACTICAL INFORMATION AND DEADLINES

Format (Nieuwsblad, La Dernière Heure - La Libre - L'Avenir)	210 mm width x 297 mm height + 5 mm bleed on 4 sides
Reservation print	Friday 28 October 2022
Material print (ad ready to be published)	Thursday 15 December 2022 Monday 19 December 2022

COVER

INTERIOR PAGES

contact online: printadvertising@adsanddata.be



All rates are in Euros, VAT excl. General terms and conditions: www.adsanddata.be

RATES 2023
15/09/2022

Insert in our newspapers

Print - 2023



Your Brussels Motor Show catalogue/insert in our newspapers seen by **3.496.160** readers.



PUBLICATION	COPIES
Nieuwsblad + De Standaard + Gazet van Antwerpen + Het Belang van Limburg + L'Avenir + La Dernière Heure + La Libre Belgique	520.000 copies

**PACKAGE
OFFER**

€ 78.000

+ DISTRIBUTION COSTS

€ 10.690

Conditions

- Publication digital edition free of charge
- Required to take the full newspaper selection
- Publication is spread over several days

De Standaard



GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG

DHmau La Libre

l'avenir



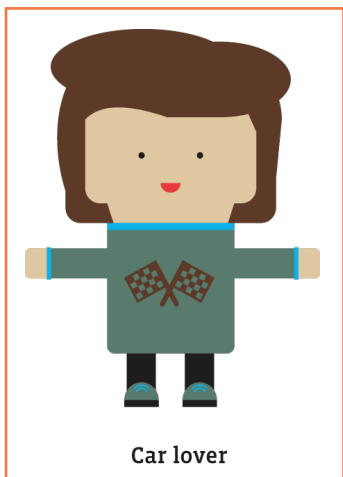
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RATES 2023
15/09/2022

Re-targeting Motor Show visitors

Digital - 2023

Ads & Data **and** IPM have the **exclusive right** for re-targeting of motor show visitors.



PACKAGE 1: AUTOSALON **DISPLAY**



WEBSITES	Ads & Data network behavioural (Car Lovers) + IPM Run of Network
FORMAT	Combination 3 formats: Medium Rectangle - Skyscraper - Halfpage
PERIOD	Minimum 4 weeks / 1 month
TARGET	Surfers with buying intent - visitors autosalon.be
IMPRESSIONS	1.000.000
CPM	€ 17
VALUE	€ 17.000

PROMO
€ 15.000

PACKAGE 2: AUTOSALON **VIDEO**



WEBSITES	Ads & Data network behavioural (Car Lovers) + IPM Run of Network
FORMAT 	Preroll 15"
PERIOD	Minimum 4 weeks / 1 month
TARGET	Surfers with buying intent - visitors autosalon.be
IMPRESSIONS	600.000
CPM	€ 28
VALUE	€ 16.800

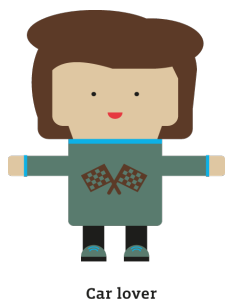
PROMO
€ 15.000

Allocation 75% NL and 25% FR

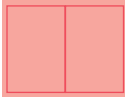
360° Branded content concept

Print + digital - 2023

Your mobility or car story in print and digital **including** re-targeting.



Car lover

Branded content concept	PACKAGE 1	PACKAGE 2
OFFICIAL SALON CATALOGUE	2/1 PAGE	1/1 PAGE
Format print		
Number of clicks Delivery Ads & Data Context News and IPM run of network	number of reads 15.000	number of reads 10.000
Re-targeting + febiac.be Halfpage + Medium Rectangle Behavioural segment Car Lovers / Automotive	1.000.000 impressions	500.000 impressions
Total value	€ 70.200	€ 44.700
Technical costs	€ 2.500	€ 2.000
PROMO*	€ 54.640	€ 34.440

* exclusive technical costs

