

TBOO & MORE OFFERS

UNIQUE
NATIONAL
OFFER



DISPLAY



RETARGETING

tboo

tboo & more



DATA



VIDEO

The Best Online Offer & more



Ads & Data



La Libre



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG



moustique



Deuzio

DE MAAT



dS WEEKBLAD



What is TBOO & More ?



National Offers



Attractive prices

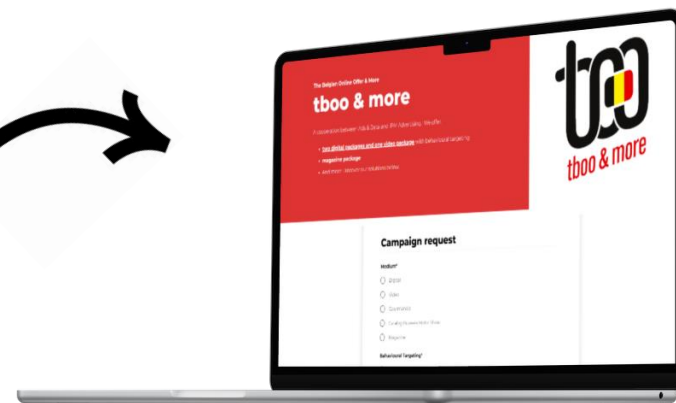


Crossmedia solutions :
video, display, data, magazine



Advanced reporting

**Easy booking
on our website !**
www.tbooandmore.be



Alliance of strong media leaders in Belgium



1,6 million
Daily reach total
brand



600.000
Daily real users
on websites



Ads & Data
We un-waste



2,6 million
Daily reach total
brand



1.050.000
Daily real users
on websites



Birth of an extended (and happy) family

19/09/2022
Display & Video



04/11/2022
Brussels Motor Show



07/03/2023
Nextfin



04/04/2023
Magazines



16/05/2023
Memostick



They're talking about us !



retrieve
media
informatie





Display

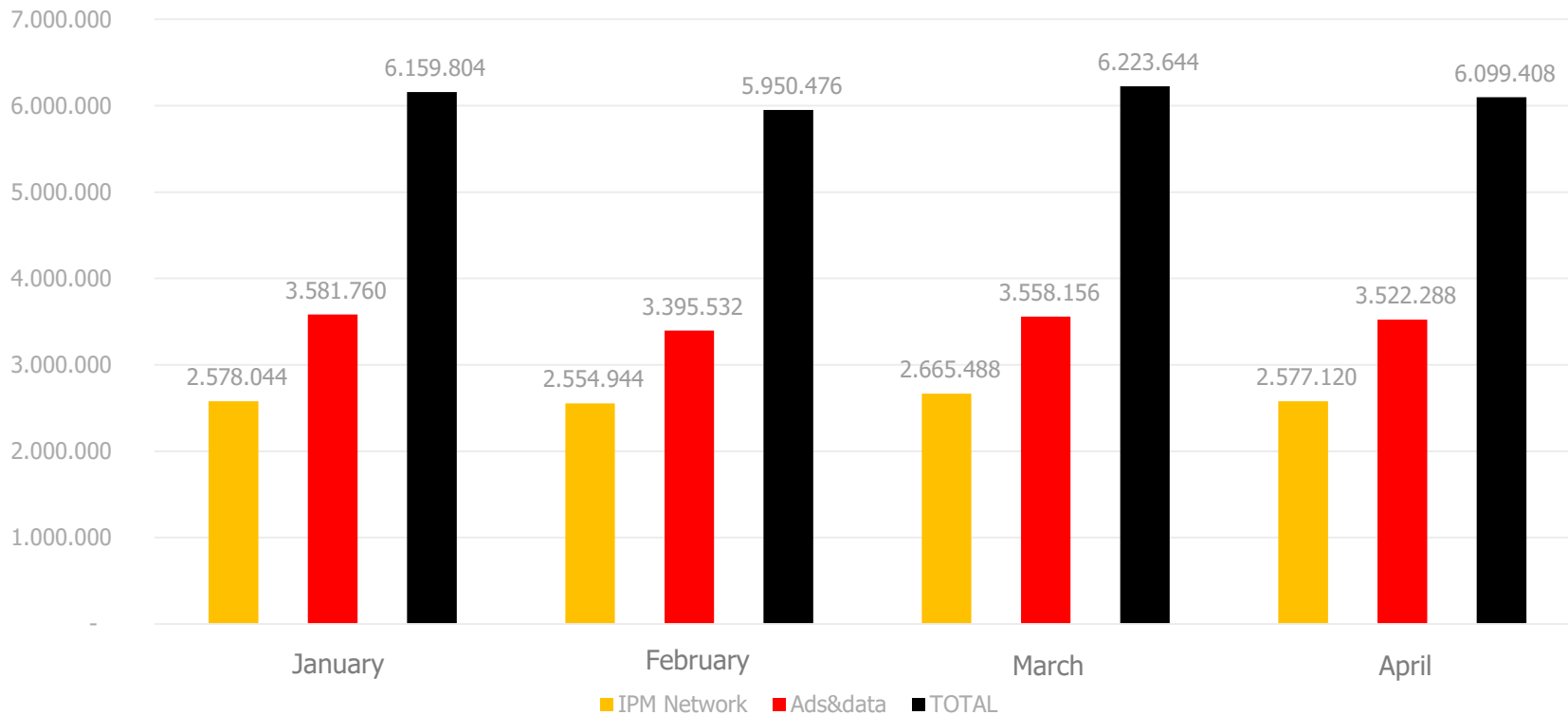
Conquering Belgium with our solutions

60% of the Belgian population reached by IPM and Ads&data sites each month

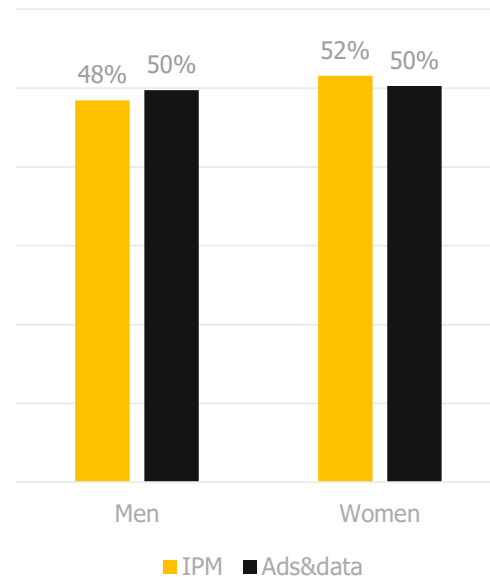
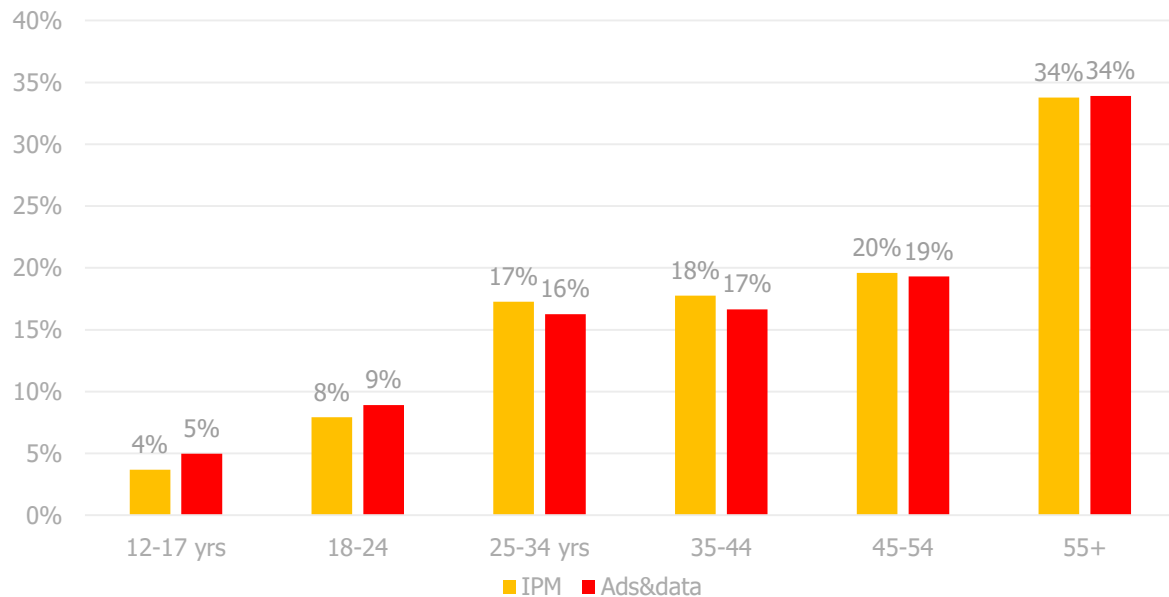


6 million of Belgians!

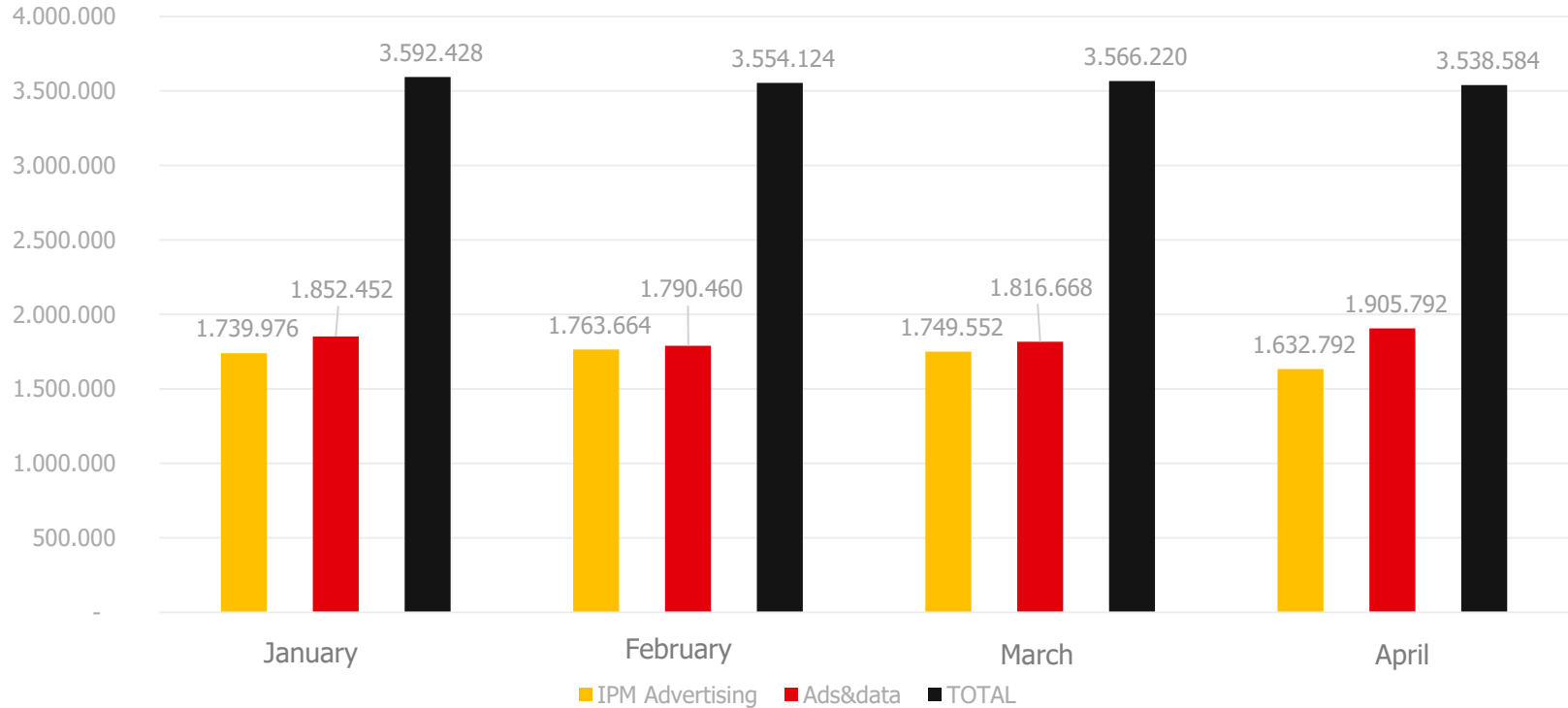
The strength of our digital alliance



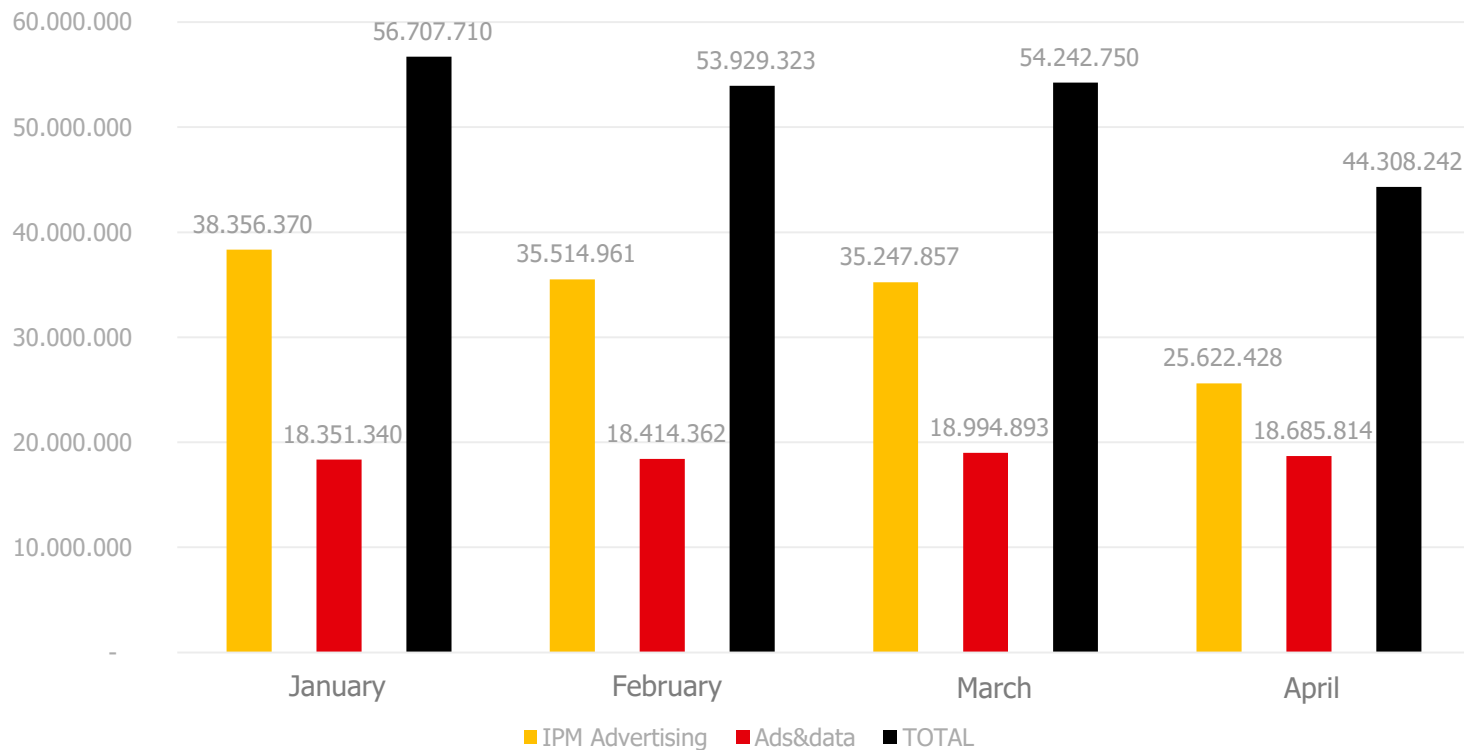
Reach ALL Belgians across the country



Impactful video coverage



An extensive video inventory





i
-23% discount
NEW RATES

Video Package



Sites: **DH** ISPORTS+ **La Libre** **lavenir** **Match** Belgique **moustique** **N** De Standaard **GAZET VAN ANTWERPEN** **NET BELANG VAN LIMBURG**

Reach: overage 3,5mio viewers/month (tbo & more)

Behavioural targeting: Sport fans, Business & finance, Lifestyle, Sustainability, **Mobility** and Foodies.



NATIONAL PACKAGE OFFER 15.000€

	ADS & DATA	IPM
WEBSITES	Run of Network + DATA	
FORMAT	Preroll 15"	
PERIOD	Minimum 4 weeks	
IMPRESSIONS	800.000 (52% NL – 48% FR)	





Display



Display Package



Sites: De Standaard

Reach: 6.023.332 real users/month (tbooboo & more)

Behavioural targeting: Sport fans, Business & finance, Lifestyle, Sustainability, Foodies and **Mobility**



-32% discount
NEW RATES

PACKAGE 1	ADS & DATA	IPM
WEBSITES	Run of Newssites + DATA	Run of Network + DATA
FORMAT	Halfpage – Medium Rectangle	
PERIOD	Minimum 3 weeks	
IMPRESSIONS	1.500.000 (57% NL – 43% FR)	

NATIONAL PACKAGE OFFER
15.000€



Display

Display TBOO Native



Partner content is available on our sites :
nieuwsblad.be - standaard.be - gva.be - hbvl.be –
lavenir.net lalibre.be - parismatch.be - dhnet.be - moustique.be

PARTNER CONTENT	ARTICLES	PRODUCTION COST	LANGUAGE
Contextual Placement	3	2.000 €	FR
Contextual Placement	3	2.000 €	NL

RATE COST PER READ		
#READS	RATE/READ	TOTAL
12.000	1,25 €	15.000 €
60% NL		40% FR



NATIONAL OFFER 15.000€

QUALITY READS SCROLL DEPTH 30%

La Libre

lavenir

De Standaard

GAZET VAN ANTWERPEN

moustique

PARIS MATCH

DH IS SPORTS



HET BELANG VAN LIMBURG

Cars Magazine: Electric Driving Guide



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

Show your brand in our magazine "**Electric Driving Guide**":

■ The guide is inserted in Nieuwsblad, L'Avenir, La Dernière Heure and La Libre Belgique.

■ Digital magazine also in destandaard.be, gva.be and hbvl.be.

Tarifs brut htva		Publications		Copies
2/1 page	35.200€	Nieuwsblad	Tuesday and Wednesday: 17 & 18 January 2024	280.000 copies
1/1 page	24.200€			
Cover 2	32.670€	L'Avenir La Dernière Heure La Libre Belgique	Tuesday 17 January 2024	
Cover 3	30.250€	destandaard.be - gva.be - hbvl.be	Tuesday 17 January 2024	91.000 downloads
Cover 4	36.300€			

Informations pratiques

Format (Nieuwsblad, L'Avenir, La DH les sports, La Libre Belgique)	230mm L x 295 H + 5mm 4 côtés
Réservation print	1 décembre 2023
Matériel print	27 décembre 2023

Display TBOO Nextfin

**MIDDLE-HIGH
MANAGEMENT
100.000
Real monthly
users**



De Standaard

www.standaard.biz

Format	Medium Rectangle / 1 week
Rate/week	3.255 €
Technical Cost	850 €
Average impressions/week	135.000
Deadline reservation	10 days before publication

La Libre

www.lalibre.be/economie

Partner content	3.000 €
Technical Cost	850,00 €
Display	2.295 € / all formats
Deadline reservation	10 days before publication



Print

TBOO Nextfin



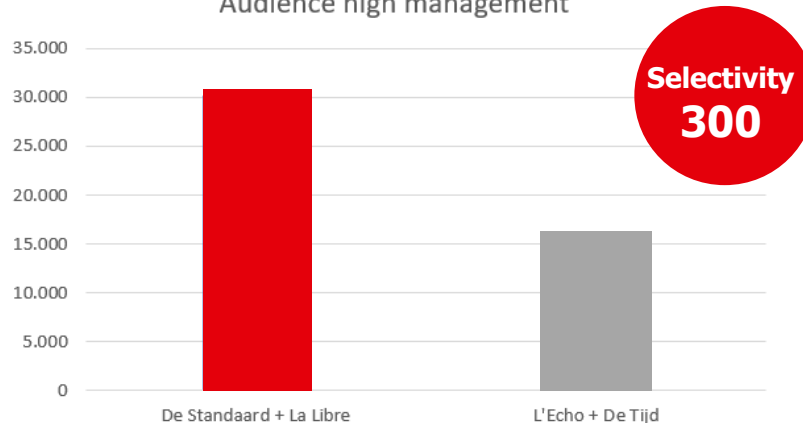
750.000 readers last period



De Standaard

	La Libre ^{RELIGIEUX}	De Standaard	La Libre ^{RELIGIEUX} De Standaard -10%
Increase in capital	8,00€	8,00€	14,40€
Introduction to the stock market	8,00€	8,00€	14,40€
Convocation of meeting	3,45€	3,45€	6,21€
Financial notices	5,75€	5,75€	10,35€
Results	3,45€	3,45€	6,21€

Audience high management



Source : CIM, print study, 2022.



Print

TBOO Memostick



NATIONAL OFFER -30%



DH LES SPORTS+ **La Libre** **l'avenir** **N** + **DH LES SPORTS+**

Print run	45.000	40.000	60.000	220.000
Rate	13.950 €	12.400 €	14.700 €	32.305 €
Technical Cost	2.835 €	2.520 €	3.780 €	12.825 €
Total	16.785 €	14.920 €	18.480 €	45.183 €

1.300. 000
of readers last period
(DH Sports+ and Het
Nieuwsblad
combined)

584.000
readers last period
say a coupon
encourages food
and beverage
purchases

42.000
readers last period say
a coupon reinforces
their opinion of a
cosmetic brand



Print

TBOO Mags



2 insertions
dans 5 magazines

**TBOO
MAGS 2**

25.000€

~~52.815€~~

Offre 1+1

6 insertions
dans 5 magazines

**TBOO
MAGS 6**

50.000€

~~158.445€~~

Offre 2+4



Billie

moustique

Deuzio

TBOO MAGS PREMIUM

PARIS
MATCH
BELGIQUE

dS De
Standaard
MAGAZINE

tbo
tbo & more



2 insertions
dans 2 magazines

**TBOO
MAGS 2**

15.000€

~~36.810€~~

Offre 1+1

6 insertions
dans 2 magazines

**TBOO
MAGS 6**

30.000€

~~110.430€~~

Offre 2+4



Retrouvez nos tarifs web dans notre **Ratecard digitale**

ici



CONTACT US



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too
too & more



Ads & Data



La Libre



De Standaard

GAZET VAN ANTWERPEN



moustique

Deuzio

dS WEEKBLAD

