

TBOO & MORE OFFERS

UNIQUE
NATIONAL
OFFER



DISPLAY



RETARGETING

tboo

tboo & more



DATA



VIDÉO

The Best Online Offer & more



Ads & Data



La Libre

l'Avenir



De Standaard

GAZET VAN ANTWERPEN



dS WEEKBLAD

DEUzIO



What is TBOO & More ?



National offers FR+NL



Attractive prices

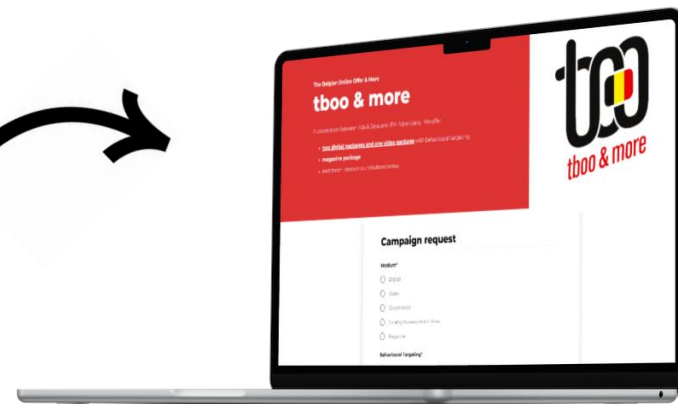


Crossmedia solutions :
digital (video, display, native),
dailies & magazines



Advanced reporting

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



Alliance of strong media leaders in Belgium



1,6 million
Daily reach total
brand



570.000
Daily real users
on websites



Ads & Data



2,6 million
Daily reach total
brand



1.300.000
Daily real users
on websites



➔ **6,1 million** of the Belgian population reached by **IPM** and **Ads&data** sites each month!

They're talking about us !



retriever
media
informatie





Display

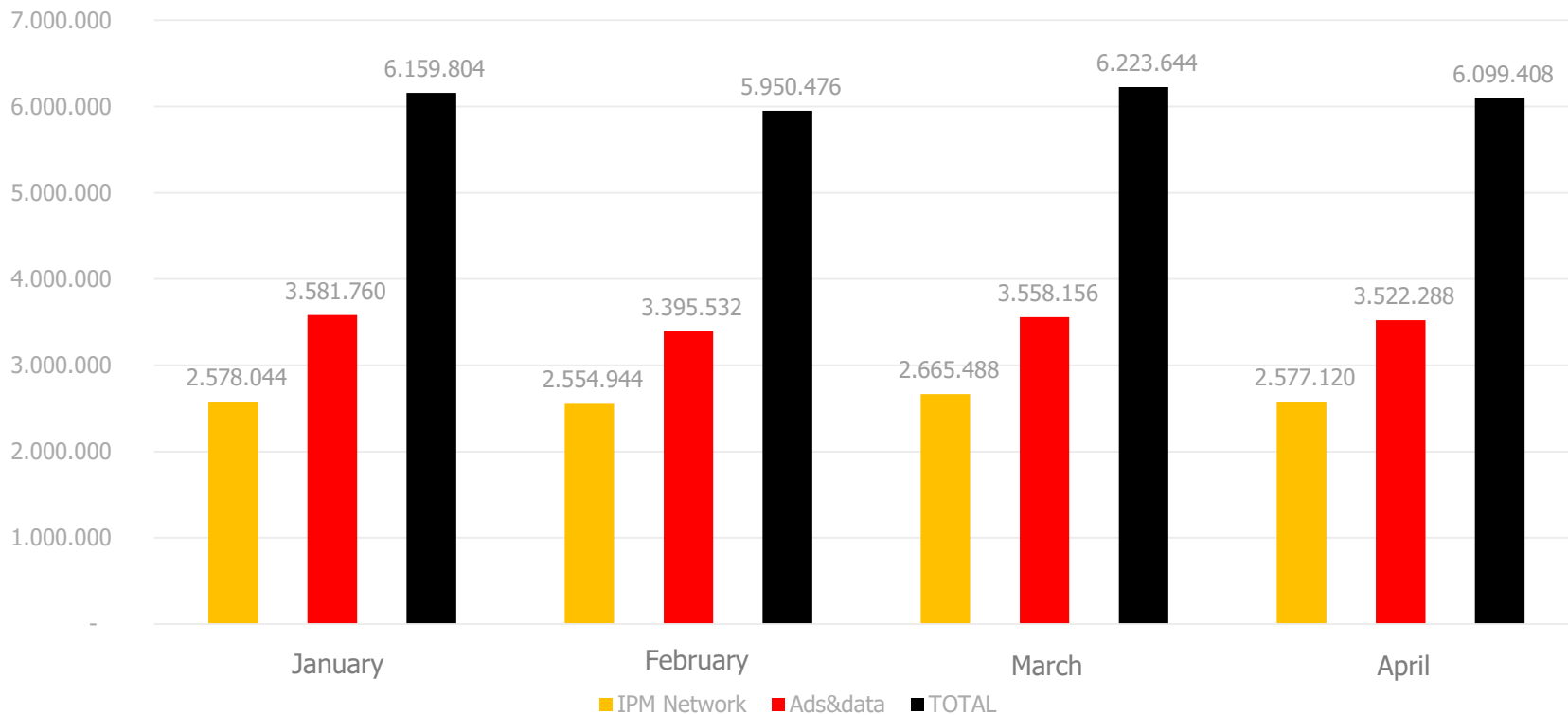
Conquering Belgium with our solutions

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

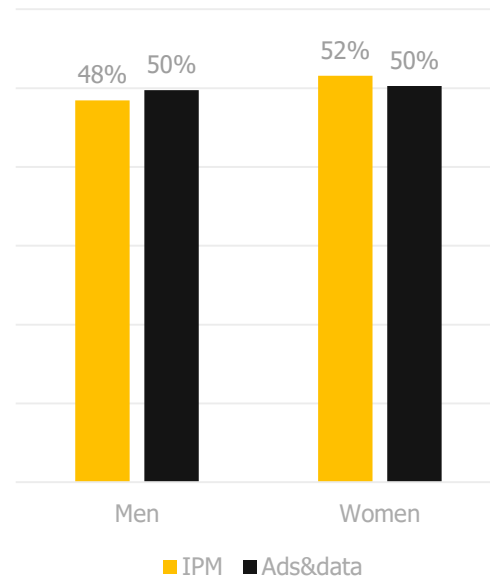
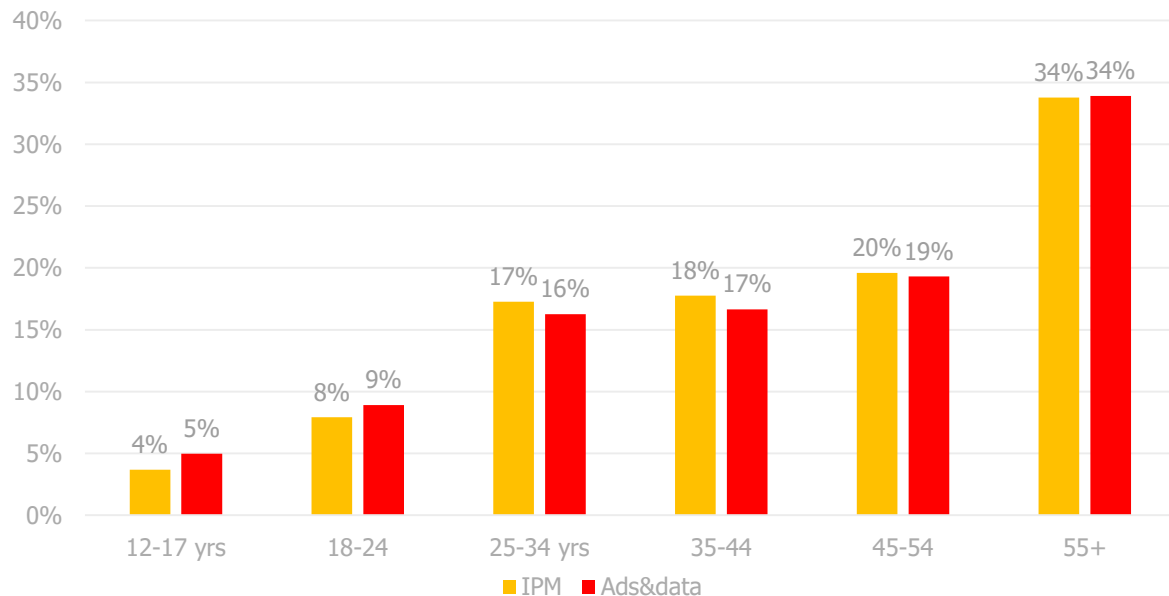


6 million of Belgians!

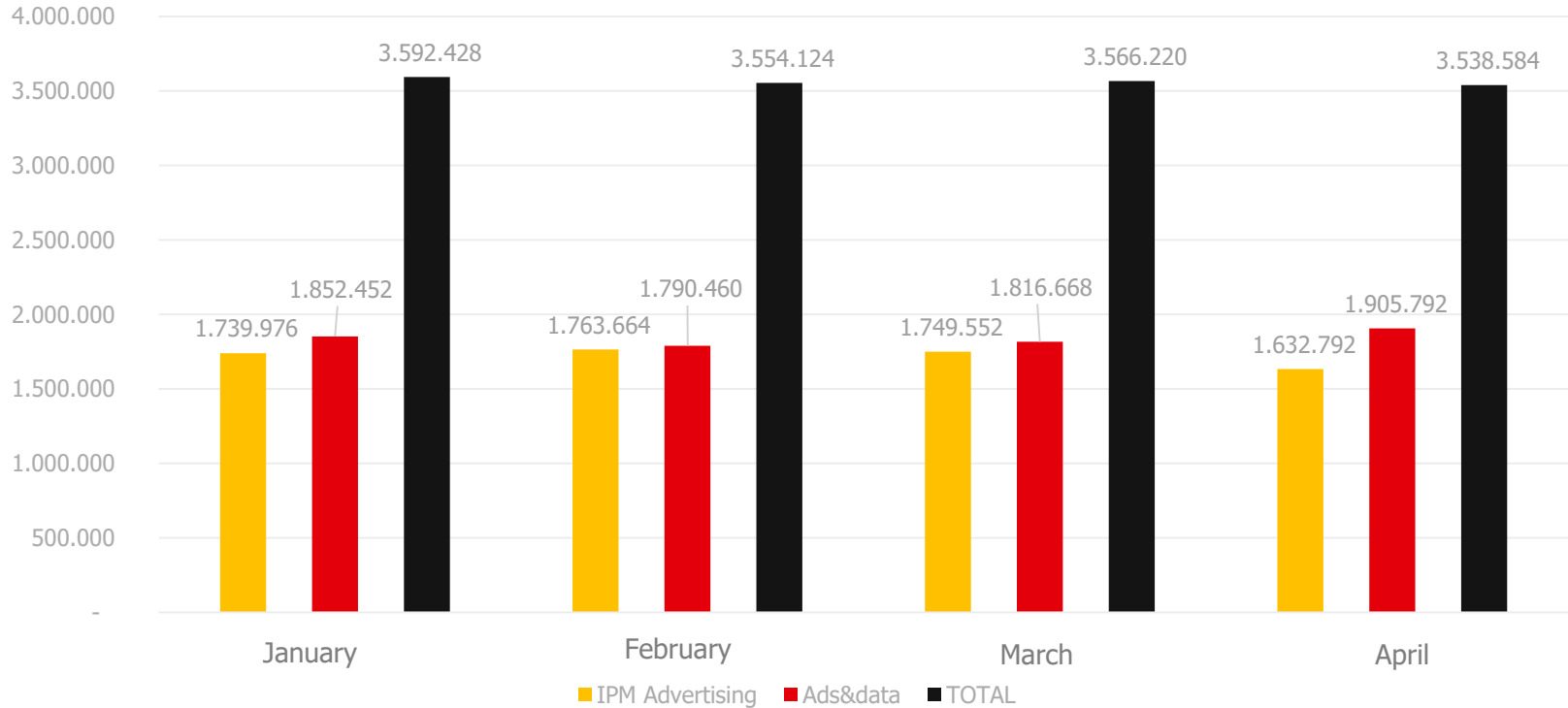
The strength of our digital alliance



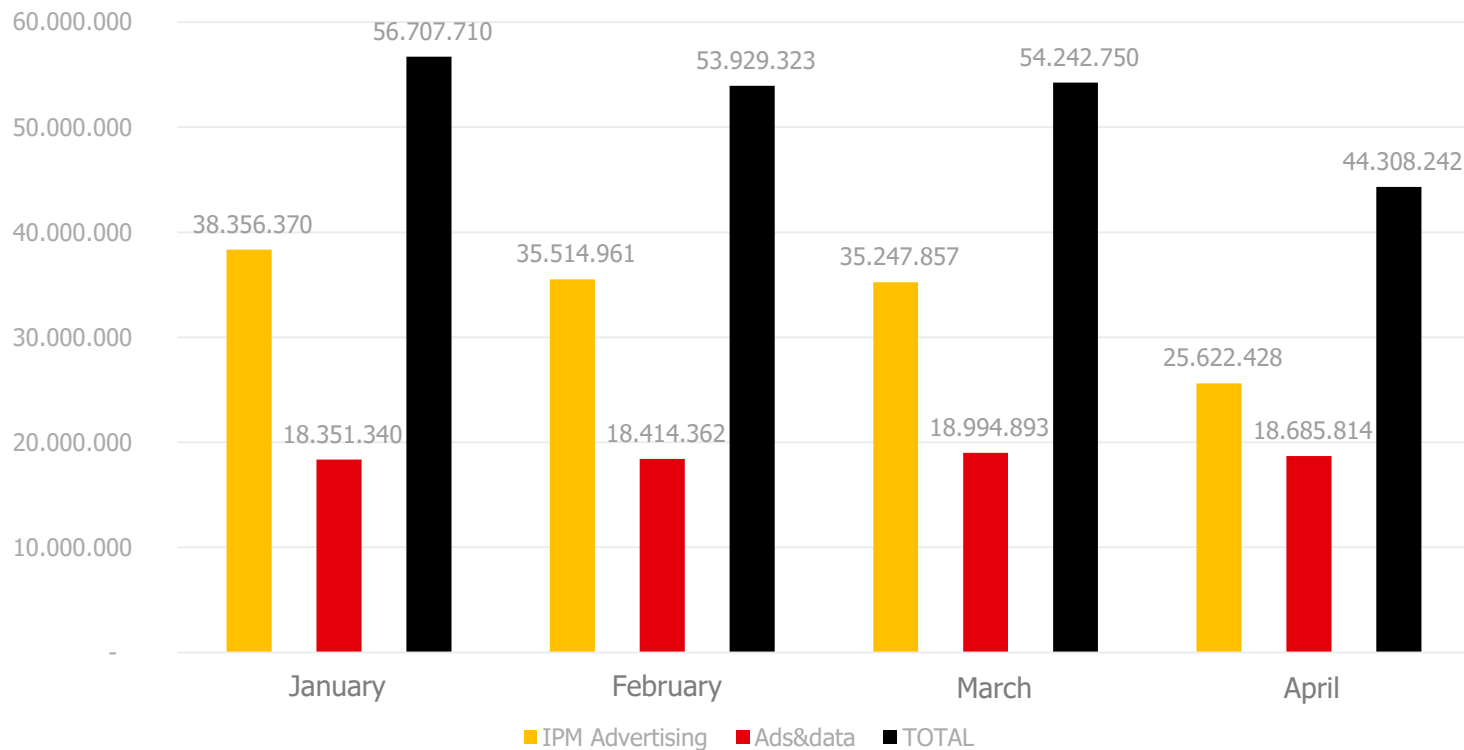
Reach ALL Belgians across the country

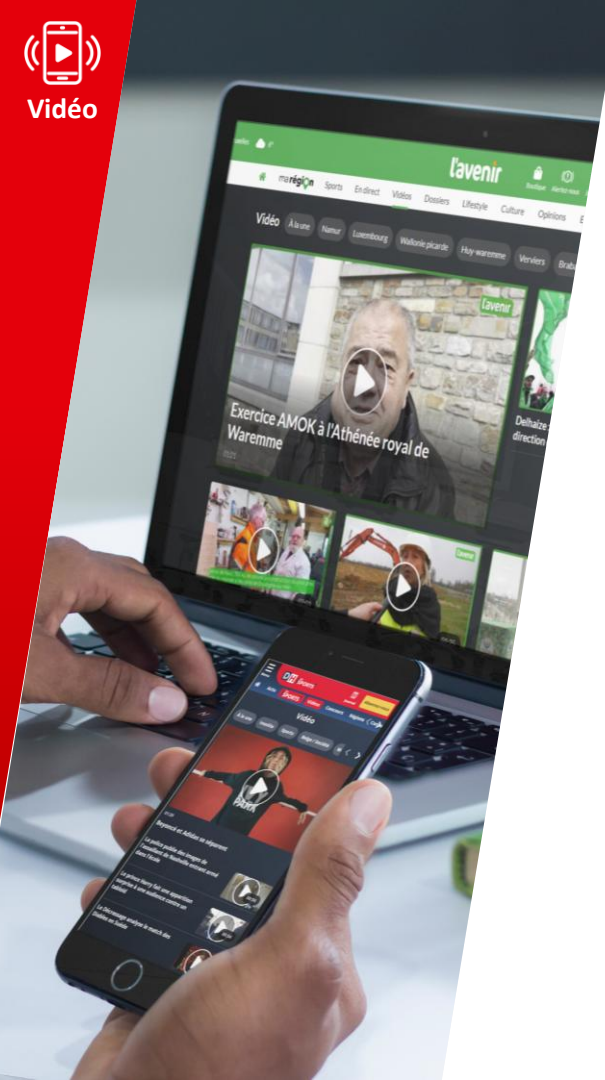


Impactful video coverage



An extensive video inventory





Video Package



Sites: De Standaard

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

Behavioural targeting of your choice :

Sport fans, Business & finance, Lifestyle, Sustainability, Foodies or Mobility

-28% discount
NATIONAL PACKAGE OFFER 15.000€



	ADS & DATA	IPM
WEBSITES	Run of Network + DATA	
FORMAT	Preroll 15"	
PERIOD	Minimum 4 weeks	
IMPRESSIONS	850.000 (58% NL – 42% FR)	





Display



Display Package



Sites: DH SPORTS La Libre l'avenir BELGIQUE MATCH BELGIQUE moustique N De Standaard GAZET VAN ANTWERPEN NET BELANG VAN LIMBURG

Reach : 6.023.332 real users/month (**tboo & more**)

Behavioural targeting of your choice :
Sport fans, Business & finance, Lifestyle, Sustainability, Foodies or **Mobility**

**NATIONAL
PACKAGE
OFFER
15.000€**

**-28%
discount**

PACKAGE	ADS & DATA	IPM
WEBSITES	Run of Newssites + DATA	Run of Network + DATA
FORMAT	Halfpage – Medium Rectangle	
PERIOD	Minimum 3 weeks	
IMPRESSIONS	2.025.289 (63% NL – 37% FR)	





Print

TBOO Nextfin



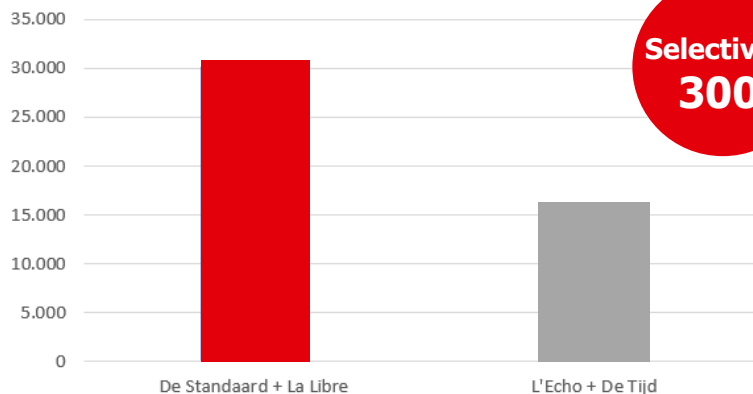
750.000 readers last period



De Standaard

	La Libre ^{RELIGIEUX}	De Standaard	La Libre ^{FINANCIER} De Standaard -10%
Augmentation du capital	8,53€	8,53€	15€
Introduction en Bourse	8,53€	8,53€	15€
Convocation d'Assemblée	3,68€	3,68€	6,5€
Avis Financiers	6,13€	6,13€	12€
Résultats	3,68€	3,68€	6,5€

Audience high management



Source : CIM, print study, 2022.



Print

TBOO Memostick



NATIONAL OFFER -30%



	DH LES SPORTS+	La Libre	l'Avenir	DH LES SPORTS+	La Libre
Tirages	30.000	40.000	55.000	205.000	105.000
Droit d'asile	9.840 €	13.610 €	16.140 €	29.260 €	20.699 €
Frais Techniques	2.000 €	2.500 €	3.250 €	11.990 €	6.590 €
Total	11.840 €	16.110 €	19.390 €	41.250 €	27.289 €

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



De Standaard

GAZET VAN ANTWERPEN





Print

TBOO Mags



-50%
discount

2 insertions
dans 5 magazines

**TBOO
MAGS 2**

26.000€

~~52.450€~~

Offre 1+1

gratuite

-60%
discount

5 insertions
dans 5 magazines

**TBOO
MAGS 5**

52.000€

~~131.150€~~

Offre 2+3

gratuites

TBOO MAGS PREMIUM

PARIS
MATCH
BELGIQUE

dS De
Standaard
MAGAZINE

tbo
tbo & more



-23%
discount

TBOO MAGS PREMIUM

15.000 € ~~19.500 €~~

1 insertion

-49%
discount

OFFER 2+1

30.000 € ~~58.550 €~~

3 insertions

Conditions:

- Insertions to plan over a maximum period of 3 months
- First paid insertions + following free
- Cannot be combined with other offers or discounts, net rate
- Not cancellable



Find our web rates in our **Digital ratecard**

ici

Native Basic package Tboo National Offer



Ads & Data



Sites	Run of newssites	Run of network
Format	Native (25% scroll depth) / Engaged Read	
# reads	7.500	5.000
CPR	€1,40	€1,90
Media value	€20.000	
Your Rate	€20.000	
eCPR	€ 1,60	

- 3 articles
- Excl. €2.600 technical cost





Native Score package Tboo National Offer



Ads & Data



Sites	Run of newssites	Run of network
Format	Native (25% scroll depth) / Engaged Read	
# reads	13.000	7.000
CPR	€1,40	€1,90
Media value	€31.500	
Your Rate	€29.450 (6,5% discount)	
eCPR	€ 1,47	

- 3 articles
- Excl. €2.600 technical cost



De Standaard

GAZET VAN ANTWERPEN



sporza.