

2025

# PRINT RATES

**Ads & Data**



# TABLE OF CONTENT

## 01

---

### Reach

- 4 Reach & Circulation

## 02

---

### Newspapers

- 7 Formats newspapers
- 8 De Standaard
- 12 Nieuwsblad
- 17 Gazet van Antwerpen
- 21 Het Belang van Limburg

## 03

---

### Magazines & Supplement

- 25 De Standaard Magazine
- 26 De Standaard Weekblad
- 27 Billie
- 28 Check NB
- 29 Check GvA
- 30 De Markt HBVL
- 31 citta

## 04

---

### Insert Newspapers & Magazines

- 33 Newspapers national circulation
- 34 Newspapers regional circulation (editions)
- 36 De Standaard Magazine
- 36 Billie

## 05

---

### Memostick

- 38 Newspapers national circulation
- 39 Newspapers regional circulation (editions)

## 06

---

### Contact

- 40 Contact

01

REACH

# REACH & CIRCULATION

## WEEKDAYS

| NEWSPAPER                     | REACH   |         | CIRCULATION |         |
|-------------------------------|---------|---------|-------------|---------|
|                               | PRINT   | DIGITAL | PRINT       | DIGITAL |
| <b>DE STANDAARD</b>           |         |         |             |         |
| ALL EDITIONS                  | 390.400 | 54.500  | 61.000      |         |
| WEST-FLANDERS                 | 74.500  | 10.400  |             |         |
| EAST-FLANDERS                 | 97.420  | 13.600  |             |         |
| ANTWERP                       | 98.135  | 13.700  |             |         |
| FLEMISH BRABANT AND BRUSSELS  | 90.975  | 12.700  |             |         |
| LIMBURG                       | 29.370  | 4.100   |             |         |
| <b>GAZET VAN ANTWERPEN</b>    |         |         |             |         |
| ALL EDITIONS                  | 366.490 | 48.000  | 19.000      |         |
| STAD & RAND                   | 193.170 | 25.300  |             |         |
| KEMPEN                        | 108.420 | 14.200  |             |         |
| MECHELEN / WAAS               | 64.900  | 8.500   |             |         |
| <b>HET BELANG VAN LIMBURG</b> |         |         |             |         |
| ALL EDITIONS                  | 328.670 | 60.200  | 40.500      |         |

| NEWSPAPER                     | REACH   |         | CIRCULATION |         |
|-------------------------------|---------|---------|-------------|---------|
|                               | PRINT   | DIGITAL | PRINT       | DIGITAL |
| <b>NIEUWSBLAD</b>             |         |         |             |         |
| ALL EDITIONS                  | 833.480 | 143.500 | 52.500      |         |
| BRUGGE-OOSTENDE-WESTHOEK      | 118.490 | 20.400  |             |         |
| KORTRIJK ROESELARE            | 134.750 | 23.200  |             |         |
| EEKLO-DEINZE-VLAAMSE ARDENNEN | 132.425 | 22.800  |             |         |
| DE GENTENAAR                  | 78.410  | 13.500  |             |         |
| DENDER-WAASLAND               | 119.070 | 20.500  |             |         |
| PAJOT BRUSSEL RAND            | 67.375  | 11.600  |             |         |
| LEUVEN-HAGELAND-HASPENGOUW    | 75.505  | 13.000  |             |         |
| ANTWERP-MECHELEN-LIER         | 52.275  | 9.000   |             |         |
| KEMPEN- NOORD-LIMBURG         | 55.180  | 9.500   |             |         |
| <b>PROVINCES</b>              |         |         |             |         |
| WEST-FLANDERS                 | 253.240 | 43.600  |             |         |
| EAST-FLANDERS                 | 329.905 | 56.800  |             |         |
| FLEMISH BRABANT               | 142.885 | 24.600  |             |         |
| ANTWERP                       | 107.450 | 18.500  |             |         |

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# REACH & CIRCULATION

## WEEKEND

| NEWSPAPER                     | REACH   | CIRCULATION |         |
|-------------------------------|---------|-------------|---------|
|                               |         | PRINT       | DIGITAL |
| <b>DE STANDAARD</b>           |         |             |         |
| NEWSPAPER                     | 390.400 | 103.600     | 61.000  |
| DS MAGAZINE                   | 339.040 | 103.600     | 61.000  |
| DS WEEKBLAD                   | 334.990 | 103.600     | 61.000  |
| <b>GAZET VAN ANTWERPEN</b>    |         |             |         |
| NEWSPAPER                     | 366.490 | 67.000      | 19.000  |
| CITTA                         | /       | 67.000      | 19.000  |
| CHECK GVA                     | /       | 67.000      | 19.000  |
| <b>HET BELANG VAN LIMBURG</b> |         |             |         |
| NEWSPAPER                     | 328.670 | 78.000      | 40.500  |
| DE MARKT HBVL                 | /       | 78.000      |         |

| NEWSPAPER  | REACH   | CIRCULATION |         |
|--|---------|-------------|---------|
|  |         | PRINT       | DIGITAL |
| <b>NIEUWSBLAD</b>  |         |             |         |
| NEWSPAPER  | 833.480 | 179.800     | 52.500  |
| CHECK NB   | /       | 179.800     |         |
| <b>NIEUWSBLAD<br/>HET BELANG VAN LIMBURG<br/>GAZET VAN ANTWERPEN</b> |         |             |         |
| BILLIE   | 639.590 | 324.800     | 112.000 |



02

# NEWSPAPERS

# FORMATS NEWSPAPERS

DE STANDAARD | NIEUWSBLAD | GAZET VAN ANTWERPEN | HET BELANG VAN LIMBURG

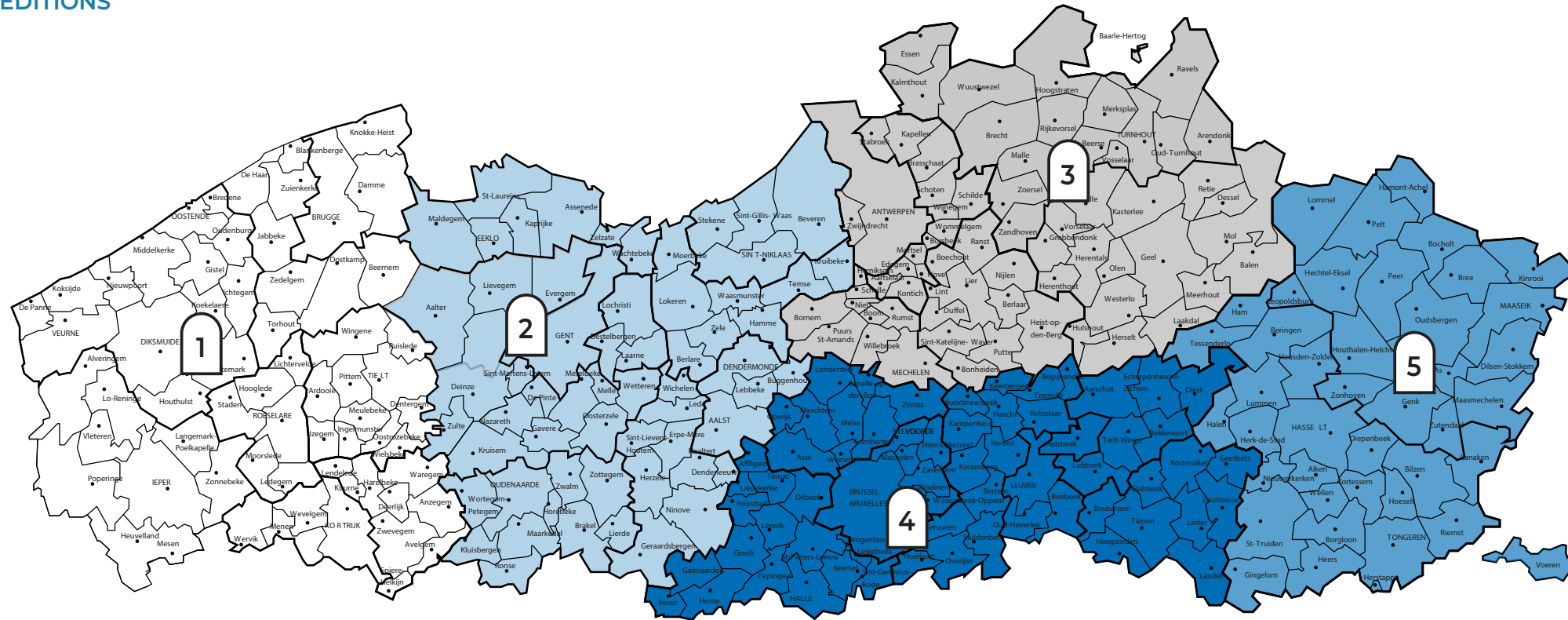


|                     | ART 1000 | ART 750 | ART 500 | ART 250 | ACC 100 | ACC 50 | ACC 2  | AP 400  | AP 200 | AP 100 | AP 50 | REGIO SPOT* | PANO**  | 1/2 PANO** |
|---------------------|----------|---------|---------|---------|---------|--------|--------|---------|--------|--------|-------|-------------|---------|------------|
| WIDTH X HEIGHT (MM) | 255X380  | 200X255 | 255X203 | 148X203 | 255X100 | 255X50 | 97X380 | 200X100 | 97X100 | 97X50  | 47X50 | 97X50       | 532X380 | 532X203    |
| WIDTH IN COLUMNS    | 5 COL    | 4 COL   | 5 COL   | 3 COL   | 5 COL   | 5 COL  | 2 COL  | 4 COL   | 2 COL  | 2 COL  | 1 COL | 2 COL       | 10 COL  | 10 COL     |
|                     |          |         |         |         |         |        |        |         |        |        |       |             |         |            |

\* on front page  
\*\* format on request

# DE STANDAARD

## EDITIONS



- 1 West-Flanders
- 2 East-Flanders
- 3 Antwerp
- 4 Flemish Brabant & Brussels
- 5 Limburg

Note: not on Mondays



# DE STANDAARD

## RATES 2025 | WEEKDAYS & WEEKEND



| REACH   | X | CPM RATE | X | FORMAT    |      | RATES    |          |
|---------|---|----------|---|-----------|------|----------|----------|
|         |   | WEEK     |   | INDEX     | WEEK | WEEKEND  |          |
| 390.400 | x | € 21,41  | x | ART 1000  | 300% | € 25.075 | € 28.836 |
|         |   |          |   | ART 750   | 275% | € 22.986 | € 26.434 |
|         |   |          |   | ART 500   | 180% | € 15.045 | € 17.302 |
|         |   |          |   | ART 250   | 100% | € 8.358  | € 9.612  |
|         |   |          |   | ACC 100   | 100% | € 8.358  | € 9.612  |
|         |   |          |   | ACC 50    | 50%  | € 4.179  | € 4.806  |
|         |   |          |   | ACC 2     | 160% | € 13.374 | € 15.380 |
|         |   |          |   | AP 400    | 73%  | € 6.102  | € 7.017  |
|         |   |          |   | AP 200    | 36%  | € 3.009  | € 3.460  |
|         |   |          |   | AP 100    | 20%  | € 1.672  | € 1.923  |
|         |   |          |   | AP 50     | 10%  | € 836    | € 961    |
|         |   |          |   | PANO*     | 500% | € 41.792 | € 48.061 |
|         |   |          |   | 1/2 PANO* | 400% | € 33.434 | € 38.449 |

\* format on request

# DE STANDAARD

## RATES 2025 | EDITIONS

| WEEK | FORMAT     | WEST-FLANDERS | EAST-FLANDERS | FLEMISH-FLANDERS & BRUSSELS | ANTWERP | LIMBURG | WEEKEND | FORMAT     | WEST-FLANDERS | EAST-FLANDERS | FLEMISH-FLANDERS & BRUSSELS | ANTWERP | LIMBURG |
|------|------------|---------------|---------------|-----------------------------|---------|---------|---------|------------|---------------|---------------|-----------------------------|---------|---------|
|      | ART 1000   | ---           | ---           | ---                         | ---     | ---     |         | ART 1000   | € 3.881       | € 6.150       | € 5.242                     | € 8.058 | € 2.290 |
|      | ART 750    | ---           | ---           | ---                         | ---     | ---     |         | ART 750    | ---           | ---           | ---                         | ---     | ---     |
|      | ART 500    | € 2.025       | € 3.209       | € 2.735                     | € 4.204 | € 1.195 |         | ART 500    | € 2.329       | € 3.690       | € 3.145                     | € 4.835 | € 1.374 |
|      | ART 250    | € 1.125       | € 1.783       | € 1.519                     | € 2.336 | € 664   |         | ART 250    | € 1.294       | € 2.050       | € 1.747                     | € 2.686 | € 764   |
|      | ACC 100    | € 1.125       | € 1.783       | € 1.519                     | € 2.336 | € 664   |         | ACC 100    | € 1.294       | € 2.050       | € 1.747                     | € 2.686 | € 764   |
|      | ACC 50     | € 562         | € 891         | € 760                       | € 1.168 | € 332   |         | ACC 50     | € 646         | € 1.025       | € 874                       | € 1.343 | € 382   |
|      | ACC 2      | € 1.800       | € 2.852       | € 2.431                     | € 3.737 | € 1.062 |         | ACC 2      | € 2.070       | € 3.280       | € 2.796                     | € 4.298 | € 1.221 |
|      | AP 400     | € 818         | € 1.297       | € 1.105                     | € 1.699 | € 483   |         | AP 400     | € 941         | € 1.492       | € 1.271                     | € 1.954 | € 555   |
|      | AP 200     | € 409         | € 648         | € 552                       | € 849   | € 241   |         | AP 200     | € 470         | € 745         | € 635                       | € 976   | € 277   |
|      | AP 100     | € 225         | € 357         | € 304                       | € 467   | € 133   |         | AP 100     | € 259         | € 411         | € 350                       | € 537   | € 153   |
|      | AP 50      | € 112         | € 178         | € 152                       | € 234   | € 66    |         | AP 50      | € 129         | € 205         | € 175                       | € 269   | € 76    |
|      | REGIOSPOT* | € 1.125       | € 1.785       | € 1.520                     | € 2.335 | € 665   |         | REGIOSPOT* | € 1.295       | € 2.055       | € 1.750                     | € 2.685 | € 765   |
|      | PANO       | ---           | ---           | ---                         | ---     | ---     |         | PANO       | ---           | ---           | ---                         | ---     | ---     |

\* on front page

Note: **Edition ads are not possible on Mondays.**

# DE STANDAARD

## SUPPLEMENTS 2025



| SUPPLEMENTS AD RATE X PAGE INDEX | ART 1000 | ART 750 | ART 500 | ART 250 | ACC 100 | ACC 50 | ACC 2 | AP 400 | AP 200 | AP 100 | AP 50 | PANO | 1/2 PANO |
|----------------------------------|----------|---------|---------|---------|---------|--------|-------|--------|--------|--------|-------|------|----------|
| PAGE 1                           |          |         |         |         |         | 5      |       |        |        | 5      | 5     |      |          |
| PAGE 3                           |          |         |         |         | 2       | 2      |       | 2      | 2      | 2      | 2     |      |          |
| PAGE 5                           | 1,5      | 1,5     | 1,5     | 1,5     | 1,5     | 1,5    | 1,5   | 1,5    | 1,5    | 1,5    | 1,5   |      |          |
| PAGE 7 & 9                       | 1,25     | 1,25    | 1,25    | 1,25    | 1,25    | 1,25   | 1,25  | 1,25   | 1,25   | 1,25   | 1,25  |      |          |
| OTHER SPECIFIC PAGES             | 1,25     | 1,25    | 1,25    | 1,25    | 1,25    | 1,25   | 1,25  | 1,25   | 1,25   | 1,25   | 1,25  | 1,25 | 1,25     |

## DEADLINES RESERVATION

### WEEKDAY ALL EDITIONS & WEEKDAY + WEEKEND SUB EDITIONS

**Reservation order:** date of publication -2 working days at 11h30

**Ad material ready to be published:** date of publication -2 working days at 11h30

**Material for ad to be designed:** date of publication -5 working days at 11h30

**In case of federal holidays:** use normal deadlines -1 working day extra.

### WEEKEND ALL EDITIONS

**Reservation order:** date of publication -5 working days at 15h

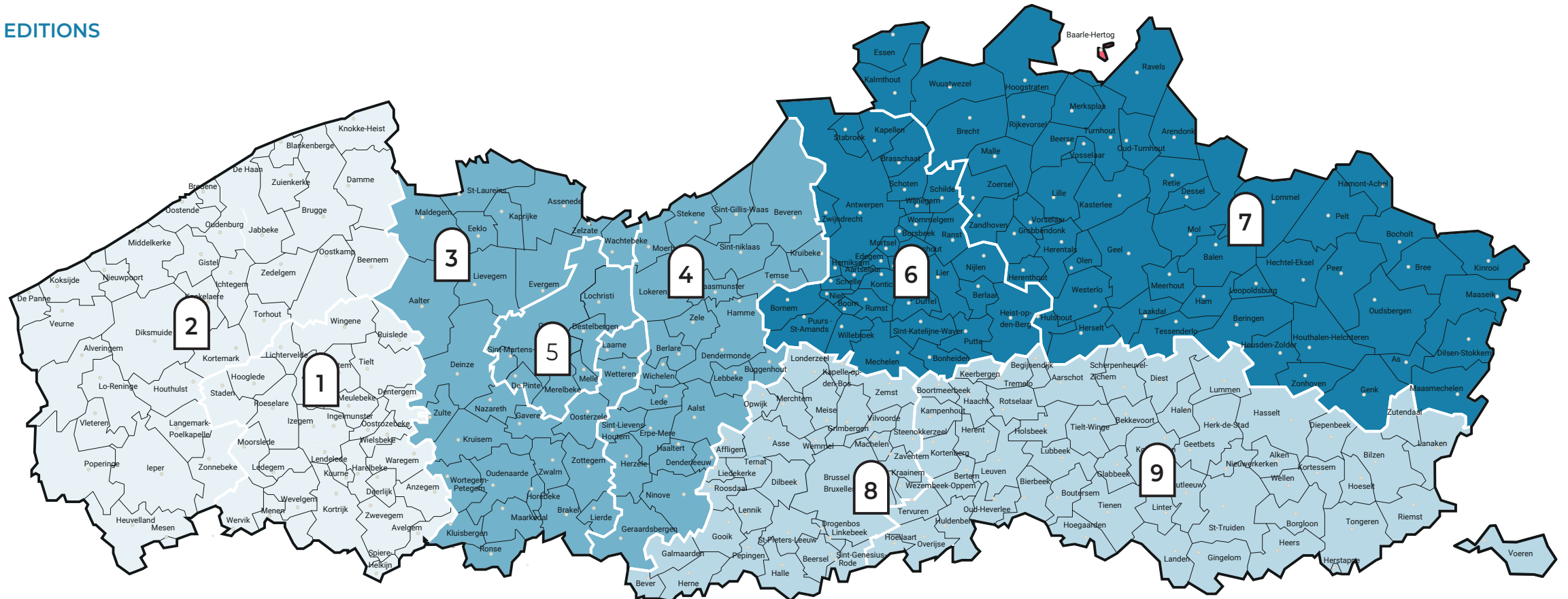
**Ad material ready to be published:** date of publication -3 working days at 11h30

**Material for ad to be designed:** date of publication -5 working days at 15h

**In case of federal holidays:** use normal deadlines -1 working day extra.

# NIEUWSBLAD

## EDITIONS



### West-Flanders

- 1 Kortrijk Roeselare
- 2 Brugge-Oostende-Westhoek

### East-Flanders

- 3 Eeklo-Deinze-Vlaamse Ardennen
- 4 Dender-Waasland
- 5 Gent (De Gentenaar)

### Antwerp

- 6 Antwerpen-Mechelen-Lier
- 7 Kempen- Noord-Limburg

### Flemish Brabant & Brussels

- 8 Pajot Brussel Rand
- 9 Leuven-Hageland-Haspengouw

# NIEUWSBLAD

## RATES 2025 | WEEKDAYS & WEEKEND



| REACH   | X | CPM RATE | X | FORMAT    |      | RATES    |          |
|---------|---|----------|---|-----------|------|----------|----------|
|         |   | WEEK     |   | INDEX     | WEEK | WEEKEND  |          |
| 833.480 | x | € 13,14  | x | ART 1000  | 300% | € 32.856 | € 37.784 |
|         |   |          |   | ART 750   | 275% | € 30.118 | € 34.636 |
|         |   |          |   | ART 500   | 180% | € 19.713 | € 22.670 |
|         |   |          |   | ART 250   | 100% | € 10.952 | € 12.595 |
|         |   |          |   | ACC 100   | 100% | € 10.952 | € 12.595 |
|         |   |          |   | ACC 50    | 50%  | € 5.476  | € 6.297  |
|         |   |          |   | ACC 2     | 160% | € 17.523 | € 20.151 |
|         |   |          |   | AP 400    | 73%  | € 7.995  | € 9.194  |
|         |   |          |   | AP 200    | 36%  | € 3.943  | € 4.534  |
|         |   |          |   | AP 100    | 20%  | € 2.190  | € 2.519  |
|         |   |          |   | AP 50     | 10%  | € 1.095  | € 1.259  |
|         |   |          |   | PANO*     | 500% | € 54.760 | € 62.974 |
|         |   |          |   | 1/2 PANO* | 400% | € 43.808 | € 50.379 |

\* format on request

# NIEUWSBLAD

## RATES 2025 | EDITIONS - WEEK

| FORMAT     | PROVINCE      | BRUGGE               | KORTRIJK<br>ROESELARE | PROVINCE      | GENTENAAR | EEKLO - DEINZE      | DENDER<br>WAASLAND | PROVINCE        | PAJOT           | LEUVEN                 | PROVINCE | ANTWERPEN        | KEMPEN           |
|------------|---------------|----------------------|-----------------------|---------------|-----------|---------------------|--------------------|-----------------|-----------------|------------------------|----------|------------------|------------------|
|            | WEST-FLANDERS | OOSTENDE<br>WESTHOEK |                       | EAST-FLANDERS |           | VLAAMSE<br>ARDENNEN |                    | FLEMISH-BRABANT | BRUSSEL<br>RAND | HAGELAND<br>HASPENGOUW | ANTWERP  | MECHELEN<br>LIER | NOORD<br>LIMBURG |
| ART 1000   | € 7.293       | € 4.266              | € 4.851               | € 9.993       | € 3.011   | € 5.085             | € 4.395            | € 4.252         | € 2.506         | € 2.809                | € 3.507  | € 2.133          | € 2.251          |
| ART 750    | € 6.686       | € 3.910              | € 4.447               | € 9.160       | € 2.760   | € 4.661             | € 4.029            | € 3.898         | € 2.297         | € 2.575                | € 3.215  | € 1.955          | € 2.064          |
| ART 500    | € 4.376       | € 2.559              | € 2.911               | € 5.996       | € 1.807   | € 3.051             | € 2.637            | € 2.551         | € 1.504         | € 1.685                | € 2.104  | € 1.280          | € 1.351          |
| ART 250    | € 2.431       | € 1.422              | € 1.617               | € 3.331       | € 1.004   | € 1.695             | € 1.465            | € 1.417         | € 835           | € 936                  | € 1.169  | € 711            | € 750            |
| ACC 100    | € 2.431       | € 1.422              | € 1.617               | € 3.331       | € 1.004   | € 1.695             | € 1.465            | € 1.417         | € 835           | € 936                  | € 1.169  | € 711            | € 750            |
| ACC 50     | € 1.216       | € 711                | € 809                 | € 1.666       | € 502     | € 848               | € 733              | € 709           | € 418           | € 468                  | € 585    | € 355            | € 375            |
| ACC 2      | € 3.890       | € 2.275              | € 2.587               | € 5.330       | € 1.606   | € 2.712             | € 2.344            | € 2.268         | € 1.337         | € 1.498                | € 1.871  | € 1.138          | € 1.201          |
| AP 400     | € 1.768       | € 1.034              | € 1.176               | € 2.423       | € 730     | € 1.233             | € 1.066            | € 1.031         | € 608           | € 681                  | € 850    | € 517            | € 546            |
| AP 200     | € 884         | € 517                | € 588                 | € 1.211       | € 365     | € 616               | € 533              | € 515           | € 304           | € 340                  | € 425    | € 259            | € 273            |
| AP 100     | € 486         | € 284                | € 323                 | € 666         | € 201     | € 339               | € 293              | € 283           | € 167           | € 187                  | € 234    | € 142            | € 150            |
| AP 50      | € 243         | € 142                | € 162                 | € 333         | € 100     | € 170               | € 147              | € 142           | € 84            | € 94                   | € 117    | € 71             | € 75             |
| REGIOSPOT* | € 2.430       | € 1.420              | € 1.615               | € 3.330       | € 1.005   | € 1.695             | € 1.465            | € 1.415         | € 835           | € 935                  | € 1.170  | € 710            | € 750            |
| PANO       | € 12.156      | € 7.109              | € 8.085               | € 16.655      | € 5.018   | € 8.475             | € 7.326            | € 7.087         | € 4.177         | € 4.681                | € 5.846  | € 3.555          | € 3.752          |

# NIEUWSBLAD

## RATES 2025 | EDITIONS - WEEKEND

| FORMAT     | PROVINCE      | BRUGGE               | KORTRIJK<br>ROESELARE | PROVINCE      | GENTENAAR | EEKLO - DEINZE      | DENDER<br>WAASLAND | PROVINCE        | PAJOT           | LEUVEN                 | PROVINCE | ANTWERPEN        | KEMPEN           |
|------------|---------------|----------------------|-----------------------|---------------|-----------|---------------------|--------------------|-----------------|-----------------|------------------------|----------|------------------|------------------|
|            | WEST-FLANDERS | OOSTENDE<br>WESTHOEK |                       | EAST-FLANDERS |           | VLAAMSE<br>ARDENNEN |                    | FLEMISH-BRABANT | BRUSSEL<br>RAND | HAGELAND<br>HASPENGOUW | ANTWERP  | MECHELEN<br>LIER | NOORD<br>LIMBURG |
| ART 1000   | € 8.387       | € 4.906              | € 5.579               | € 11.492      | € 3.463   | € 5.848             | € 5.054            | € 4.890         | € 2.882         | € 3.230                | € 4.033  | € 2.453          | € 2.589          |
| ART 750    | € 7.689       | € 4.497              | € 5.114               | € 10.534      | € 3.174   | € 5.360             | € 4.633            | € 4.483         | € 2.642         | € 2.961                | € 3.697  | € 2.248          | € 2.374          |
| ART 500    | € 5.032       | € 2.943              | € 3.348               | € 6.895       | € 2.078   | € 3.509             | € 3.033            | € 2.934         | € 1.730         | € 1.938                | € 2.420  | € 1.472          | € 1.554          |
| ART 250    | € 2.796       | € 1.635              | € 1.860               | € 3.831       | € 1.155   | € 1.949             | € 1.685            | € 1.630         | € 960           | € 1.076                | € 1.344  | € 818            | € 863            |
| ACC 100    | € 2.796       | € 1.635              | € 1.860               | € 3.831       | € 1.155   | € 1.949             | € 1.685            | € 1.630         | € 960           | € 1.076                | € 1.344  | € 818            | € 863            |
| ACC 50     | € 1.398       | € 818                | € 930                 | € 1.916       | € 577     | € 975               | € 843              | € 815           | € 481           | € 538                  | € 673    | € 408            | € 431            |
| ACC 2      | € 4.474       | € 2.616              | € 2.975               | € 6.130       | € 1.847   | € 3.119             | € 2.696            | € 2.608         | € 1.538         | € 1.723                | € 2.152  | € 1.309          | € 1.381          |
| AP 400     | € 2.033       | € 1.189              | € 1.352               | € 2.786       | € 840     | € 1.418             | € 1.226            | € 1.186         | € 699           | € 783                  | € 978    | € 595            | € 628            |
| AP 200     | € 1.017       | € 595                | € 676                 | € 1.393       | € 420     | € 708               | € 613              | € 592           | € 350           | € 391                  | € 489    | € 298            | € 314            |
| AP 100     | € 559         | € 327                | € 371                 | € 766         | € 231     | € 390               | € 337              | € 325           | € 192           | € 215                  | € 269    | € 163            | € 173            |
| AP 50      | € 279         | € 163                | € 186                 | € 383         | € 115     | € 196               | € 169              | € 163           | € 97            | € 108                  | € 135    | € 82             | € 86             |
| REGIOSPOT* | € 2.795       | € 1.635              | € 1.855               | € 3.830       | € 1.155   | € 1.950             | € 1.685            | € 1.625         | € 960           | € 1.075                | € 1.345  | € 815            | € 865            |
| PANO       | € 13.979      | € 8.175              | € 9.298               | € 19.153      | € 5.771   | € 9.746             | € 8.425            | € 8.150         | € 4.804         | € 5.383                | € 6.723  | € 4.088          | € 4.315          |

# NIEUWSBLAD

## SUPPLEMENTS 2025



| SUPPLEMENTS AD RATE X PAGE INDEX | ART 1000 | ART 750 | ART 500 | ART 250 | ACC 100 | ACC 50 | ACC 2 | AP 400 | AP 200 | AP 100 | AP 50 | PANO | 1/2 PANO |
|----------------------------------|----------|---------|---------|---------|---------|--------|-------|--------|--------|--------|-------|------|----------|
| PAGE 1                           |          |         |         |         |         | 5      |       |        | 5      | 5      | 5     |      |          |
| PAGE 3                           |          |         |         |         | 2       | 2      |       | 2      | 2      | 2      | 2     |      |          |
| PAGE 5                           | 1,5      | 1,5     | 1,5     | 1,5     | 1,5     | 1,5    | 1,5   | 1,5    | 1,5    | 1,5    | 1,5   |      |          |
| PAGE 7 & 9                       | 1,25     | 1,25    | 1,25    | 1,25    | 1,25    | 1,25   | 1,25  | 1,25   | 1,25   | 1,25   | 1,25  |      |          |
| LAST PAGE                        |          |         |         |         | 3       |        |       |        |        |        |       |      |          |
| 1ST PAGE REGIO                   |          |         |         |         |         | 1,5    |       |        |        | 1,5    | 1,5   |      |          |
| OTHER SPECIFIC PAGES             | 1,25     | 1,25    | 1,25    | 1,25    | 1,25    | 1,25   | 1,25  | 1,25   | 1,25   | 1,25   | 1,25  | 1,25 | 1,25     |

## DEADLINES RESERVATION

### WEEKDAY ALL EDITIONS & WEEKDAY + WEEKEND SUB EDITIONS

**Reservation order:** date of publication -2 working days at 11h30

**Ad material ready to be published:** date of publication -2 working days at 11h30

**Material for ad to be designed:** date of publication -5 working days at 11h30

**In case of federal holidays:** use normal deadlines -1 working day extra.

### WEEKEND ALL EDITIONS

**Reservation order:** date of publication -5 working days at 15h

**Ad material ready to be published:** date of publication -3 working days at 11h30

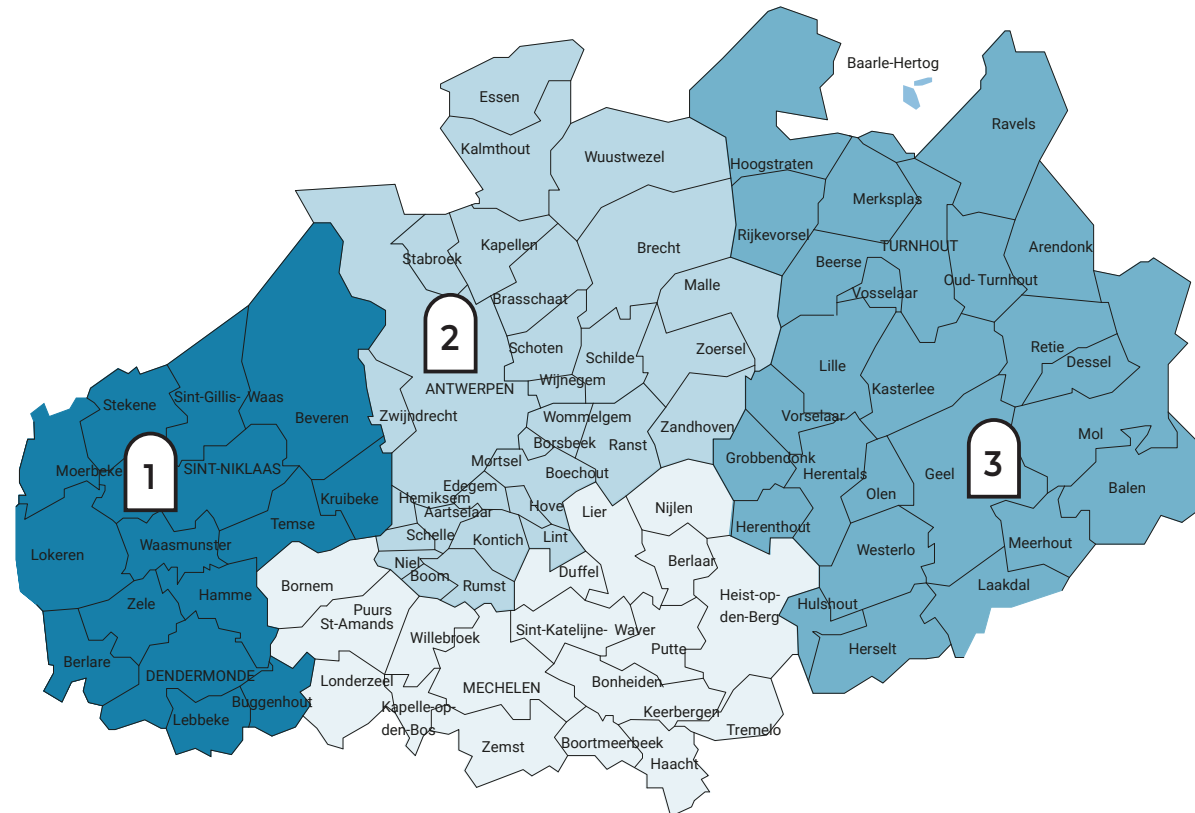
**Material for ad to be designed:** date of publication -5 working days at 15h

**In case of federal holidays:** use normal deadlines -1 working day extra.



# GAZET VAN ANTWERPEN

## EDITIONS



- 1 Mechelen / Waas
- 2 Stad & Rand
- 3 Kempen

# GAZET VAN ANTWERPEN

## RATES 2025 | WEEKDAYS & WEEKEND



| REACH   | X | CPM RATE | X | FORMAT    |       | RATES    |          |
|---------|---|----------|---|-----------|-------|----------|----------|
|         |   |          |   |           | INDEX | WEEK     | WEEKEND  |
| 366.490 | x | 10,74    | x | ART 1000  | 300%  | € 11.808 | € 13.579 |
|         |   |          |   | ART 750   | 275%  | € 10.824 | € 12.448 |
|         |   |          |   | ART 500   | 180%  | € 7.085  | € 8.148  |
|         |   |          |   | ART 250   | 100%  | € 3.936  | € 4.526  |
|         |   |          |   | ACC 100   | 100%  | € 3.936  | € 4.526  |
|         |   |          |   | ACC 50    | 50%   | € 1.968  | € 2.263  |
|         |   |          |   | ACC 2     | 160%  | € 6.298  | € 7.243  |
|         |   |          |   | AP 400    | 73%   | € 2.873  | € 3.304  |
|         |   |          |   | AP 200    | 36%   | € 1.417  | € 1.630  |
|         |   |          |   | AP 100    | 20%   | € 787    | € 905    |
|         |   |          |   | AP 50     | 10%   | € 394    | € 453    |
|         |   |          |   | PANO*     | 500%  | € 19.681 | € 22.633 |
|         |   |          |   | 1/2 PANO* | 400%  | € 15.744 | € 18.106 |

\* format on request

# GAZET VAN ANTWERPEN

## RATES 2025 | EDITIONS

| WEEK | FORMAT     | STAD & RAND | KEMPEN  | MECHELEN/WAAS |
|------|------------|-------------|---------|---------------|
|      | ART 1000   | € 6.954     | € 3.903 | € 2.336       |
|      | ART 750    | € 6.375     | € 3.578 | € 2.142       |
|      | ART 500    | € 4.172     | € 2.342 | € 1.402       |
|      | ART 250    | € 2.318     | € 1.301 | € 779         |
|      | ACC 100    | € 2.318     | € 1.301 | € 779         |
|      | ACC 50     | € 1.159     | € 651   | € 389         |
|      | ACC 2      | € 3.709     | € 2.082 | € 1.246       |
|      | AP 400     | € 1.686     | € 946   | € 566         |
|      | AP 200     | € 843       | € 473   | € 283         |
|      | AP 100     | € 464       | € 260   | € 156         |
|      | AP 50      | € 232       | € 130   | € 78          |
|      | REGIOSPOT* | € 2.320     | € 1.300 | € 780         |
|      | PANO       | € 11.590    | € 6.505 | € 3.894       |

| WEEKEND | FORMAT     | STAD & RAND | KEMPEN  | MECHELEN/WAAS |
|---------|------------|-------------|---------|---------------|
|         | ART 1000   | € 7.997     | € 4.488 | € 2.686       |
|         | ART 750    | € 7.331     | € 4.115 | € 2.463       |
|         | ART 500    | € 4.798     | € 2.693 | € 1.612       |
|         | ART 250    | € 2.666     | € 1.496 | € 896         |
|         | ACC 100    | € 2.666     | € 1.496 | € 896         |
|         | ACC 50     | € 1.333     | € 749   | € 447         |
|         | ACC 2      | € 4.265     | € 2.394 | € 1.433       |
|         | AP 400     | € 1.939     | € 1.088 | € 651         |
|         | AP 200     | € 969       | € 544   | € 325         |
|         | AP 100     | € 534       | € 299   | € 179         |
|         | AP 50      | € 267       | € 150   | € 90          |
|         | REGIOSPOT* | € 2.670     | € 1.495 | € 895         |
|         | PANO       | € 13.329    | € 7.481 | € 4.478       |

\* on front page

# GAZET VAN ANTWERPEN

## SUPPLEMENTS 2025



| SUPPLEMENTS AD RATE X PAGE INDEX | ART 1000 | ART 750 | ART 500 | ART 250 | ACC 100 | ACC 50 | ACC 2 | AP 400 | AP 200 | AP 100 | AP 50 | PANO | 1/2 PANO |
|----------------------------------|----------|---------|---------|---------|---------|--------|-------|--------|--------|--------|-------|------|----------|
| PAGE 1                           |          |         |         |         |         | 5      |       |        | 5      | 5      | 5     |      |          |
| PAGE 3                           |          |         |         |         | 2       | 2      |       | 2      | 2      | 2      | 2     |      |          |
| PAGE 5                           | 1,5      | 1,5     | 1,5     | 1,5     | 1,5     | 1,5    | 1,5   | 1,5    | 1,5    | 1,5    | 1,5   |      |          |
| PAGE 7 & 9<br>(9 ONLY WEEKDAYS)  | 1,25     | 1,25    | 1,25    | 1,25    | 1,25    | 1,25   | 1,25  | 1,25   | 1,25   | 1,25   | 1,25  |      |          |
| LAST PAGE                        |          |         |         |         | 3       |        |       |        |        |        |       |      |          |
| 1ST PAGE REGIO                   |          |         |         |         | 1,5     | 1,5    |       | 1,5    | 1,5    | 1,5    | 1,5   |      |          |
| OTHER SPECIFIC PAGES             | 1,25     | 1,25    | 1,25    | 1,25    | 1,25    | 1,25   | 1,25  | 1,25   | 1,25   | 1,25   | 1,25  | 1,25 | 1,25     |

## DEADLINES RESERVATION

### WEEKDAY ALL EDITIONS & WEEKDAY + WEEKEND SUB EDITIONS

**Reservation order:** date of publication -2 working days at 11h30

**Ad material ready to be published:** date of publication -2 working days at 11h30

**Material for ad to be designed:** date of publication -5 working days at 11h30

**In case of federal holidays:** use normal deadlines -1 working day extra.

### WEEKEND ALL EDITIONS

**Reservation order:** date of publication -5 working days at 15h

**Ad material ready to be published:** date of publication -3 working days at 11h30

**Material for ad to be designed:** date of publication -5 working days at 15h

**In case of federal holidays:** use normal deadlines -1 working day extra.

# HET BELANG VAN LIMBURG



# HET BELANG VAN LIMBURG

RATES 2025 | WEEKDAYS & WEEKEND



| REACH   | X | CPM RATE | X | FORMAT    |      | RATES    |          |
|---------|---|----------|---|-----------|------|----------|----------|
|         |   |          |   | INDEX     | WEEK | WEEKEND  |          |
| 328.670 | x | 14,35    | x | ART 1000  | 300% | € 14.149 | € 16.271 |
|         |   |          |   | ART 750   | 275% | € 12.970 | € 14.916 |
|         |   |          |   | ART 500   | 180% | € 8.490  | € 9.764  |
|         |   |          |   | ART 250   | 100% | € 4.716  | € 5.423  |
|         |   |          |   | ACC 100   | 100% | € 4.716  | € 5.423  |
|         |   |          |   | ACC 50    | 50%  | € 2.358  | € 2.712  |
|         |   |          |   | ACC 2     | 160% | € 7.546  | € 8.678  |
|         |   |          |   | AP 400    | 73%  | € 3.443  | € 3.959  |
|         |   |          |   | AP 200    | 36%  | € 1.698  | € 1.953  |
|         |   |          |   | AP 100    | 20%  | € 943    | € 1.084  |
|         |   |          |   | AP 50     | 10%  | € 472    | € 543    |
|         |   |          |   | PANO*     | 500% | € 23.582 | € 27.119 |
|         |   |          |   | 1/2 PANO* | 400% | € 18.866 | € 21.696 |

\* format on request

# HET BELANG VAN LIMBURG

## SUPPLEMENTS 2025



| SUPPLEMENTS AD RATE X PAGE INDEX | ART 1000 | ART 750 | ART 500 | ART 250 | ACC 100 | ACC 50 | ACC 2 | AP 400 | AP 200 | AP 100 | AP 50 | PANO | 1/2 PANO |
|----------------------------------|----------|---------|---------|---------|---------|--------|-------|--------|--------|--------|-------|------|----------|
| PAGE 1                           |          |         |         |         |         | 5      |       |        | 5      | 5      | 5     |      |          |
| PAGE 3                           |          |         |         |         | 2       | 2      |       | 2      | 2      | 2      | 2     |      |          |
| PAGE 5                           | 1,5      | 1,5     | 1,5     | 1,5     | 1,5     | 1,5    | 1,5   | 1,5    | 1,5    | 1,5    | 1,5   |      |          |
| PAGE 7 & 9<br>(9 ONLY WEEKDAYS)  | 1,25     | 1,25    | 1,25    | 1,25    | 1,25    | 1,25   | 1,25  | 1,25   | 1,25   | 1,25   | 1,25  |      |          |
| LAST PAGE                        |          |         |         |         | 3       |        |       |        |        |        |       |      |          |
| 1ST PAGE REGIO                   |          |         |         |         | 1,5     | 1,5    |       | 1,5    | 1,5    | 1,5    | 1,5   |      |          |
| OTHER SPECIFIC PAGES             | 1,25     | 1,25    | 1,25    | 1,25    | 1,25    | 1,25   | 1,25  | 1,25   | 1,25   | 1,25   | 1,25  | 1,25 | 1,25     |

## DEADLINES RESERVATION

### WEEKDAY ALL EDITIONS & WEEKDAY + WEEKEND SUB EDITIONS

Reservation order: date of publication -2 working days at 11h30

Ad material ready to be published: date of publication -2 working days at 11h30

Material for ad to be designed: date of publication -5 working days at 11h30

In case of federal holidays: use normal deadlines -1 working day extra.

### WEEKEND ALL EDITIONS

Reservation order: date of publication -5 working days at 15h

Ad material ready to be published: date of publication -3 working days at 11h30

Material for ad to be designed: date of publication -5 working days at 15h

In case of federal holidays: use normal deadlines -1 working day extra.



03

MAGAZINES &  
SUPPLEMENT



# DE STANDAARD MAGAZINE

## RATES 2025



|                     | 1/1 PAGE                            |          |          |          |             |               |            | PANO                                |             |          |
|---------------------|-------------------------------------|----------|----------|----------|-------------|---------------|------------|-------------------------------------|-------------|----------|
| WIDTH X HEIGHT (MM) | 250 X 335<br>+ 5MM BLEED ON 4 SIDES |          |          |          |             |               |            | 500 X 335<br>+ 5MM BLEED ON 4 SIDES |             |          |
|                     |                                     |          |          |          |             |               |            |                                     |             |          |
| PLACEMENT           | -                                   | COVER 2  | COVER 3  | COVER 4  | PRIMA POSTA | SECUNDA POSTA | RIGHT SIDE | -                                   | OPENING 2+3 | PANO 4+5 |
| ALL EDITIONS        | € 12.246                            | € 15.920 | € 14.083 | € 18.369 | € 15.308    | € 14.695      | € 13.471   | € 24.492                            | € 29.391    | € 26.941 |

## DEADLINES RESERVATION

**Reservation order:** date of publication -11 working days at 11h30 (Friday)

**Material for ad to be designed:** date of publication -11 working days at 11h30 (Friday)

**Ad material ready to be published:** date of publication -6 working days at 11h30 (Friday)

**Ad material ready to be published (cover):** date of publication -9 working days at 11h30 (Tuesday)

**In case of federal holidays:** use normal deadlines -1 working day extra.

# DE STANDAARD WEEKBLAD

## RATES 2025



|                     | 1/1 PAGE                             |          |          |          |             | PANO                                 |             |
|---------------------|--------------------------------------|----------|----------|----------|-------------|--------------------------------------|-------------|
| WIDTH X HEIGHT (MM) | 220 X 285<br>+ 5 MM BLEED ON 4 SIDES |          |          |          |             | 440 X 285<br>+ 5 MM BLEED ON 4 SIDES |             |
|                     |                                      |          |          |          |             |                                      |             |
| PLACEMENT           | -                                    | COVER 2  | COVER 3  | COVER 4  | PRIMA POSTA | -                                    | OPENING 2+3 |
| ALL EDITIONS        | € 9.443                              | € 12.276 | € 10.860 | € 14.165 | € 11.804    | € 18.887                             | € 22.664    |

## DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

# BILLIE

## RATES 2025



|   | 1/1 PAGE                             |         |         |          |             |            | PANO                                 |             |
|---|--------------------------------------|---------|---------|----------|-------------|------------|--------------------------------------|-------------|
| WIDTH X HEIGHT (MM)                             | 210 X 297<br>+ 5 MM BLEED ON 4 SIDES |         |         |          |             |            | 420 X 297<br>+ 5 MM BLEED ON 4 SIDES |             |
|   |                                      |         |         |          |             |            |                                      |             |
| PLACEMENT                                       | -                                    | COVER 2 | COVER 3 | COVER 4  | PRIMA POSTA | RIGHT SIDE | -                                    | OPENING 2+3 |
| ALL EDITIONS                                    | € 7.502                              | € 9.753 | € 8.628 | € 11.254 | € 9.378     | € 8.253    | € 15.005                             | € 18.006    |
| BILLIE HET BELANG VAN LIMBURG                   | € 4.085                              | -       | -       | € 6.128  |             |            |                                      |             |
| BILLIE NIEUWSBLAD FLEMISH-BRABANT               | € 1.585                              | -       | -       | € 2.378  |             |            |                                      |             |
| BILLIE NIEUWSBLAD EAST-FLANDERS                 | € 2.245                              | -       | -       | € 3.368  |             |            |                                      |             |
| BILLIE NIEUWSBLAD WEST-FLANDERS                 | € 2.170                              | -       | -       | € 3.255  |             |            |                                      |             |
| BILLIE NIEUWSBLAD ANTWERP + GAZET VAN ANTWERPEN | € 3.500                              | -       | -       | € 5.250  |             |            |                                      |             |

## DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

# CHECK | NIEUWSBLAD

## RATES 2025



|                     | 1/1 PAGE | COVER 2  | ACC 75  | PANO     | PANO OPENING 2+3 |
|---------------------|----------|----------|---------|----------|------------------|
| WIDTH X HEIGHT (MM) | 255X380  | 255X75   | 255X75  | 532X380  |                  |
| WIDTH IN COLUMNS    | 5 COL    | 5 COL    | 5 COL   | 10 COL   |                  |
|                     |          |          |         |          |                  |
| ALL EDITIONS        | € 9.970  | € 12.961 | € 2.360 | € 14.950 | € 17.940         |

## DEADLINES RESERVATION

**Reservation order:** date of publication -11 working days at 11h30 (Friday)

**Material for ad to be designed:** date of publication -11 working days at 11h30 (Friday)

**Ad material ready to be published:** date of publication -6 working days at 11h30 (Friday)

**In case of federal holidays:** use normal deadlines -1 working day extra.

# CHECK | GAZET VAN ANTWERPEN

## RATES 2025



|                     | 1/1 PAGE | COVER 2  | ACC 75  | PANO     | PANO OPENING 2+3 |
|---------------------|----------|----------|---------|----------|------------------|
| WIDTH X HEIGHT (MM) | 255X380  | 255X75   | 255X75  | 532X380  |                  |
| WIDTH IN COLUMNS    | 5 COL    | 5 COL    | 5 COL   | 10 COL   |                  |
|                     |          |          |         |          |                  |
| ALL EDITIONS        | € 7.893  | € 10.261 | € 1.869 | € 11.839 | € 14.207         |

## DEADLINES RESERVATION

**Reservation order:** date of publication -11 working days at 11h30 (Friday)

**Material for ad to be designed:** date of publication -11 working days at 11h30 (Friday)

**Ad material ready to be published:** date of publication -6 working days at 11h30 (Friday)

**In case of federal holidays:** use normal deadlines -1 working day extra.

# DE MARKT | HET BELANG VAN LIMBURG

## RATES 2025



|                     | 1/1 PAGE | ACC 75  | PANO    | PANO<br>OPENING 2+3 |
|---------------------|----------|---------|---------|---------------------|
| WIDTH X HEIGHT (MM) | 255X380  | 255X75  | 532X380 |                     |
| WIDTH IN COLUMNS    | 5 COL    | 5 COL   | 10 COL  |                     |
|                     |          |         |         |                     |
| ALL EDITIONS        | € 6.027  | € 1.427 | € 9.040 | € 10.848            |

## DEADLINES RESERVATION

**Reservation order:** date of publication -11 working days at 11h30 (Friday)

**Material for ad to be designed:** date of publication -11 working days at 11h30 (Friday)

**Ad material ready to be published:** date of publication -6 working days at 11h30 (Friday)

**In case of federal holidays:** use normal deadlines -1 working day extra.

# CITTA

## RATES 2025



|                     | 1/1 PAGE |         |         |         |            | 1/2 PAGE | PANO     |
|---------------------|----------|---------|---------|---------|------------|----------|----------|
| WIDTH X HEIGHT (MM) | 255X380  |         |         |         |            | 255X203  | 532X380  |
| WIDTH IN COLUMNS    | 5 COL    |         |         |         |            | 5 COL    | 10 COL   |
|                     |          |         |         |         |            |          |          |
| PLACEMENT           | -        | COVER 2 | COVER 3 | COVER 4 | RIGHT SIDE | -        | -        |
| RATES               | € 5.080  | € 6.604 | € 5.842 | € 7.620 | € 5.588    | € 3.555  | € 10.155 |

## DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

04

INSERT  
NEWSPAPERS &  
MAGAZINES



# INSERT NEWSPAPERS | NATIONAL CIRCULATION

PRINT + DIGITAL : WEEKEND & WEEKDAYS

## RATES 2025 | WEEKEND

|                        | CIRCULATION<br>PRINT + DIGITAL | INSERT RATE<br>PRINT + DIGITAL | NUMBER OF PRINT COPIES<br>TO BE DELIVERED |
|------------------------|--------------------------------|--------------------------------|---|
| DE STANDAARD           | 164.600                        | € 31.609                       | 103.600                                   |
| NIEUWSBLAD             | 232.300                        | €37.283                        | 179.800                                   |
| GAZET VAN ANTWERPEN    | 86.000                         | € 13.848                       | 67.000                                    |
| HET BELANG VAN LIMBURG | 118.500                        | € 17.592                       | 78.000                                    |

## RATES 2025 | WEEKDAYS

|                        | CIRCULATION<br>PRINT + DIGITAL | INSERT RATE<br>PRINT + DIGITAL | NUMBER OF PRINT COPIES<br>TO BE DELIVERED |
|------------------------|--------------------------------|--------------------------------|---|
| DE STANDAARD           | 115.500                        | € 18.941                       | 54.500                                    |
| NIEUWSBLAD             | 196.000                        | € 30.604                       | 143.500                                   |
| GAZET VAN ANTWERPEN    | 67.000                         | € 10.352                       | 48.000                                    |
| HET BELANG VAN LIMBURG | 100.700                        | € 14.317                       | 60.200                                    |

## DEADLINES RESERVATION

**Reservation order:** date of publication -30 working days (6 weeks)

**In case of federal holidays:** use normal deadline -1 working day extra

Inserts in Nieuwsblad will be inserted on 2 days depending on the editions. Inserting days always on demand and subject to availability. General conditions: <https://www.adsanddata.be/verkoopsvoorwaarden>. A specific inserting day can not be guaranteed. (4.2. Terms of sale); in exceptional circumstances a new date will be agreed. No agency commission on distribution or technical cost. Copies to be delivered at: Paal-Beringen = Printing Partners Paal-Beringen, tav Dirk Meeus, Industrieweg 147, 3583 Paal-Beringen. Technical specifications inserting: <https://www.adsanddata.be/en/techspecs/print/>.

No agency commission on distribution or technical cost. Inserting days always on demand and subject to availability. General conditions: <https://www.adsanddata.be/verkoopsvoorwaarden>. A specific inserting day can not be guaranteed. (4.2. terms of sale); in exceptional circumstances a new date will be agreed. Copies to be delivered at: Paal-Beringen = Printing Partners Paal-Beringen, tav Dirk Meeus, Industrieweg 147, 3583 Paal-Beringen. Technical specifications inserting: <https://www.adsanddata.be/en/techspecs/print/>.

# INSERT NEWSPAPERS | REGIONAL CIRCULATION (EDITIONS)

PRINT: WEEKDAYS

## RATES 2025 | DE STANDAARD

| EDITIONS        | INSERT RATE | NUMBER OF PRINT COPIES TO BE DELIVERED |
|-----------------|-------------|--|
| WEST-FLANDERS   | € 2.685     | 10.400                                 |
| EAST-FLANDERS   | € 3.510     | 13.600                                 |
| FLEMISH-BRABANT | € 3.275     | 12.700                                 |
| ANTWERP         | € 3.535     | 13.700                                 |
| LIMBURG*        | € 1.060     | 4.100                                  |

\* This edition can only be bought in combination with another edition of the same title, due to the low circulation. Edition inserts are not possible on Mondays.

## RATES 2025 | GAZET VAN ANTWERPEN

| EDITIONS        | INSERT RATE | NUMBER OF PRINT COPIES TO BE DELIVERED |
|-----------------|-------------|--|
| STAD & RAND     | € 4.655     | 25.300                                 |
| KEMPEN          | € 2.615     | 14.200                                 |
| MECHELEN / WAAS | € 1.565     | 8.500                                  |

## DEADLINES RESERVATION

**Reservation order:** date of publication -30 working days (6 weeks)

**In case of federal holidays:** use normal deadline -1 working day extra

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# INSERT NEWSPAPERS | REGIONAL CIRCULATION (EDITIONS)

PRINT: WEEKDAYS

## RATES 2025 | NIEUWSBLAD

| EDITIONS                      | INSERT RATE | NUMBER OF PRINT COPIES TO BE DELIVERED |
|-------------------------------|-------------|--|
| BRUGGE-OOSTENDE-WESTHOEK      | € 3.755     | 20.400                                 |
| KORTRIJK-ROESELARE            | € 4.270     | 23.200                                 |
| EKKLO-DEINZE-VLAAMSE ARDENNEN | € 4.195     | 22.800                                 |
| DE GENTENAAR                  | € 2.485     | 13.500                                 |
| DENDER - WAASLAND             | € 3.770     | 20.500                                 |
| PAJOT BRUSSEL RAND            | € 2.135     | 11.600                                 |
| LEUVEN-HAGELAND-HASPENGOUW    | € 2.390     | 13.000                                 |
| ANTWERPEN-MECHELEN-LIER       | € 1.655     | 9.000                                  |
| KEMPEN - NOORD-LIMBURG        | € 1.750     | 9.500                                  |
| WEST-FLANDERS                 | € 8.020     | 43.600                                 |
| EAST-FLANDERS                 | € 10.450    | 56.800                                 |
| FLEMISH-BRABANT               | € 4.525     | 24.600                                 |
| ANTWERP                       | € 3.405     | 18.500                                 |

## DEADLINES RESERVATION

**Reservation order:** date of publication -30 working days (6 weeks)

**In case of federal holidays:** use normal deadline -1 working day extra

Inserts in Nieuwsblad will be inserted on 2 days depending on the editions. Inserting days always on demand and subject to availability. General conditions: <https://www.adsanddata.be/verkoopsvoorwaarden>. A specific inserting day can not be guaranteed. (4.2. Terms of sale); in exceptional circumstances a new date will be agreed. No agency commission on distribution or technical cost. Copies to be delivered at: Paal-Beringen = Printing Partners Paal-Beringen, tav Dirk Meeus, Industrieweg 147, 3583 Paal-Beringen. Technical specifications inserting: <https://www.adsanddata.be/en/techspecs/print/>.

# INSERT MAGAZINES

## WEEKEND

### RATES 2025 | DE STANDAARD MAGAZINE

| DAY      | WEIGHT | INSERT RATE | TECHNICAL COST | TOTAL    | CIRCULATION |
|----------|--------|-------------|----------------|----------|-------------|
| SATURDAY | TBD    | € 19.062    | € 809          | € 19.872 | 103.600     |

### RATES 2025 | BILLIE

| DAY      | WEIGHT |                        | INSERT RATE | TECHNICAL COST | TOTAL    | CIRCULATION |
|----------|--------|------------------------|-------------|----------------|----------|-------------|
| SATURDAY | TBD    | NB + HBVL + GVA        | € 37.352    | € 3.410        | € 40.762 | 324.800     |
|          |        | NIEUWSBLAD             | € 21.576    | € 4.480        | € 26.056 | 179.800     |
|          |        | HET BELANG VAN LIMBURG | € 14.352    | € 3.039        | € 17.391 | 78.000      |
|          |        | GAZET VAN ANTWERPEN    | € 12.328    | € 2.891        | € 15.219 | 67.000      |

### DEADLINES RESERVATION

Reservation order: date of publication -30 working days (6 weeks)

In case of federal holidays: use normal deadline -1 working day extra

Technical possibilities limited and technical specs on demand.  
 No agency commission on technical cost.  
 No digital publication, only print.  
 Address: Roularta Printing – Roeselare loskades – Meensesteenweg 300 – 8800 Roeselare.

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MEMOSTICK

# MEMOSTICK | NATIONAL CIRCULATION

## RATES 2025 | FULL EDITION



| NEWSPAPER              | PRINT CIRCULATION | TECHNICAL COSTS (INCL. PRINTING MEMOSTICK) | MEDIA RATE | TOTAL RATE |
|------------------------|-------------------|--|------------|------------|
| DE STANDAARD           | 54.500            | € 3.570                                    | € 14.061   | € 17.631   |
| NIEUWSBLAD             | 143.500           | € 8.395                                    | € 26.404   | € 34.799   |
| GAZET VAN ANTWERPEN    | 48.000            | € 3.144                                    | € 8.832    | € 11.976   |
| HET BELANG VAN LIMBURG | 60.200            | € 3.913                                    | € 11.077   | € 14.990   |



### General info\*

- Publication dates for memostick are always on a weekday on request and subject to availability.
- Memostick on full circulation of Nieuwsblad will be distributed on 2 days.
- Rates are valid for a memoStick® standard version 76 x 76 mm or 76 x 60 mm with printing on the front.
- Other sizes and shapes or creative possibilities, such as memosticks with scent, scratch layer, ... are possible on request.
- Technical cost includes printing of the standard stickers. No agency commission or other discount applies to technical cost.
- No digital publication, only print.

\* General info applies to both full circulation and per edition.

## DEADLINES RESERVATION

Memostick and delivery pdf material sticker\*: minimum 20 working days before publication

In case of federal holidays: use normal deadline -1 working day extra

\* Deadline for a standard 76 x 76 mm or 76 x 60 mm memo stick.  
For other sizes or creative memo sticks: timing on request.  
Deadline applies to both full print run and per edition.

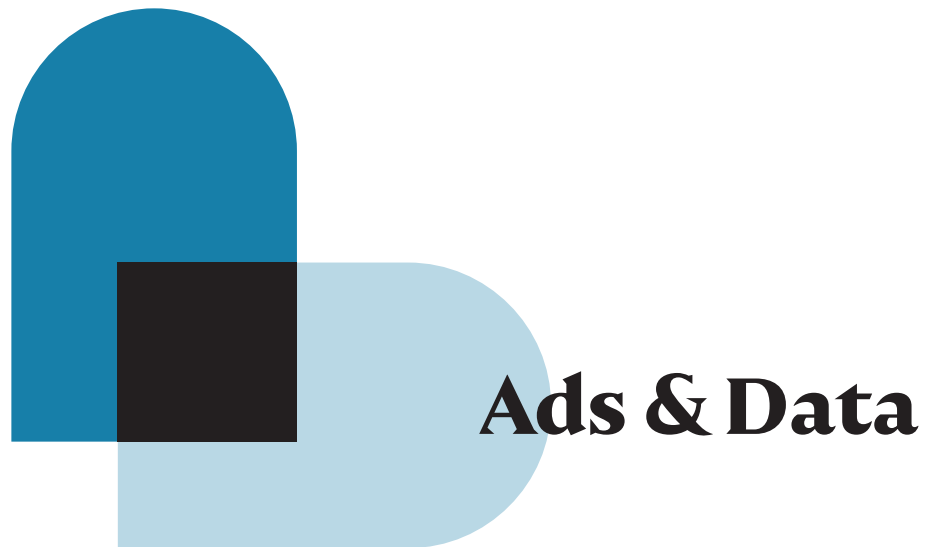
# MEMOSTICK | REGIONAL CIRCULATION (EDITIONS)

## RATES 2025 | PER EDITION



| NEWSPAPER                      | EDITION                               | PRINT CIRCULATION | TECHNICAL COSTS | MEDIA RATE      | TOTAL RATE      |         |
|--------------------------------|---------------------------------------|-------------------|-----------------|-----------------|-----------------|---------|
| <b>DE STANDAARD</b>            | Province Antwerp                      | 13.700            | € 1.151         | € 2.521         | € 3.672         |         |
|                                | Province Limburg                      | 4.100             | € 798           | € 754           | € 1.552         |         |
|                                | Province East-Flanders                | 13.600            | € 1.142         | € 2.502         | € 3.645         |         |
|                                | Province West-Flanders                | 10.400            | € 987           | € 1.914         | € 2.901         |         |
|                                | Province Flemish Brabant and Brussels | 12.700            | € 1.067         | € 2.337         | € 3.404         |         |
| <b>NIEUWSBLAD</b>              | <b>WEST-FLANDERS</b>                  | <b>43.600</b>     | <b>€ 3.008</b>  | <b>€ 8.022</b>  | <b>€ 11.031</b> |         |
|                                | Brugge - Oostende - Westhoek          | 20.400            | € 1.714         | € 3.754         | € 5.467         |         |
|                                | Kortrijk - Roeselare                  | 23.200            | € 1.949         | € 4.269         | € 6.218         |         |
|                                | <b>EAST-FLANDERS</b>                  | <b>56.800</b>     | <b>€ 3.720</b>  | <b>€ 10.451</b> | <b>€ 14.172</b> |         |
|                                | Eeklo - Deinze - Vl. Ardennen         | 22.800            | € 1.915         | € 4.195         | € 6.110         |         |
|                                | De Gentenaar                          | 13.500            | € 1.134         | € 2.484         | € 3.618         |         |
|                                | Dender - Waasland                     | 20.500            | € 1.722         | € 3.772         | € 5.494         |         |
|                                | <b>FLEMISH-BRABANT &amp; BRUSSELS</b> | <b>24.600</b>     | <b>€ 2.066</b>  | <b>€ 4.526</b>  | <b>€ 6.593</b>  |         |
|                                | Pajot - Brussel rand                  | 11.600            | € 974           | € 2.134         | € 3.109         |         |
|                                | Leuven - Hageland - Haspengouw        | 13.000            | € 1.092         | € 2.392         | € 3.484         |         |
|                                | <b>ANTWERP</b>                        | <b>18.500</b>     | <b>€ 1.554</b>  | <b>€ 3.404</b>  | <b>€ 4.958</b>  |         |
|                                | Antwerpen - Mechelen - Lier           | 9.000             | € 945           | € 1.656         | € 2.601         |         |
|                                | Kempen - Noord-Limburg                | 9.500             | € 960           | € 1.748         | € 2.708         |         |
| <b>GAZET VAN ANTWERPEN</b>     | Stad & Rand                           | 25.300            | € 1.784         | € 4.655         | € 6.439         |         |
|                                | Kempen                                | 14.200            | € 1.193         | € 2.613         | € 3.806         |         |
|                                | Mechelen/Waas                         | 8.500             | € 930           | € 1.564         | € 2.494         |         |
| <b>HET BELANG VAN LIMBURG*</b> | Noord                                 | 17.900            | € 1.504         | € 3.294         | € 4.797         |         |
|                                | On Tuesday*                           | Oost              | 19.500          | € 1.638         | € 3.588         | € 5.226 |
|                                | Zuid                                  | 22.800            | € 1.915         | € 4.195         | € 6.110         |         |

# CONTACT



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