

2024

PRINT RATES

Ads & Data
One & not the same



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01

REACH

REACH & CIRCULATION

WEEKDAYS

NEWSPAPER	REACH		CIRCULATION	
	PRINT	DIGITAL	PRINT	DIGITAL
DE STANDAARD				
ALL EDITIONS	397.130	60.000	54.000	
WEST-FLANDERS	76.775	11.600		
EAST-FLANDERS	98.620	14.900		
ANTWERP	99.285	15.000		
FLEMISH BRABANT AND BRUSSELS	92.665	14.000		
LIMBURG	29.785	4.500		
GAZET VAN ANTWERPEN				
ALL EDITIONS	314.850	55.000	16.000	
STAD & RAND	164.870	28.800		
KEMPEN	93.310	16.300		
MECHELEN / WAAS	56.670	9.900		
HET BELANG VAN LIMBURG				
ALL EDITIONS	377.170	67.000	31.000	

NEWSPAPER	REACH		CIRCULATION	
	PRINT	DIGITAL	PRINT	DIGITAL
NIEUWSBLAD				
ALL EDITIONS	806.790	160.000	40.000	
BRUGGE-OOSTENDE-WESTHOEK	113.960	22.600		
KORTRIJK ROESELARE	128.580	25.500		
EEKLO-DEINZE-VLAAMSE ARDENNEN	126.565	25.100		
DE GENTENAAR	76.140	15.100		
DENDER-WAASLAND	114.640	22.700		
PAJOT BRUSSEL RAND	66.060	13.100		
LEUVEN-HAGELAND-HASPENGOUW	73.620	14.600		
ANTWERP-MECHELEN-LIER	52.440	10.400		
KEMPEN- NOORD-LIMBURG	54.965	10.900		
PROVINCES				
WEST-FLANDERS	242.540	48.100		
EAST-FLANDERS	317.170	62.900		
FLEMISH BRABANT	139.675	27.700		
ANTWERP	107.405	21.300		

REACH & CIRCULATION

WEEKEND

NEWSPAPER	REACH	CIRCULATION	
		PRINT	DIGITAL
DE STANDAARD			
NEWSPAPER	397.130	110.000	54.000
DS MAGAZINE	306.460	110.000	54.000
DS WEEKBLAD	318.330	110.000	54.000
GAZET VAN ANTWERPEN			
NEWSPAPER	314.850	75.000	16.000
CITTA	/	75.000	16.000
DE MARKT GVA	/	75.000	16.000
HET BELANG VAN LIMBURG			
NEWSPAPER	377.170	85.000	31.000
DE MARKT HBVL	/	85.000	
GOESTING	/	85.000	

NEWSPAPER	REACH	CIRCULATION	
		PRINT	DIGITAL
NIEUWSBLAD			
NEWSPAPER	806.790	195.000	40.000
CHECK!	/	195.000	
NIEUWSBLAD HET BELANG VAN LIMBURG GAZET VAN ANTWERPEN			
BILLIE	683.060	355.000	87.000



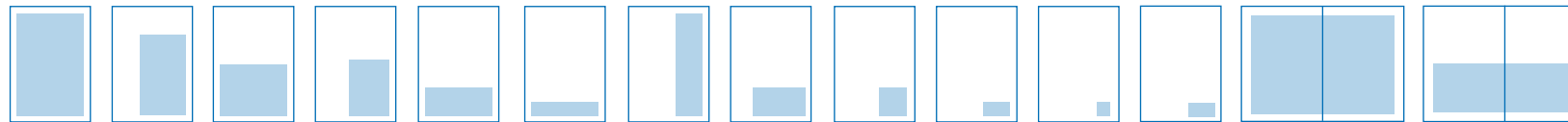
02

NEWSPAPERS

FORMATS NEWSPAPERS

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

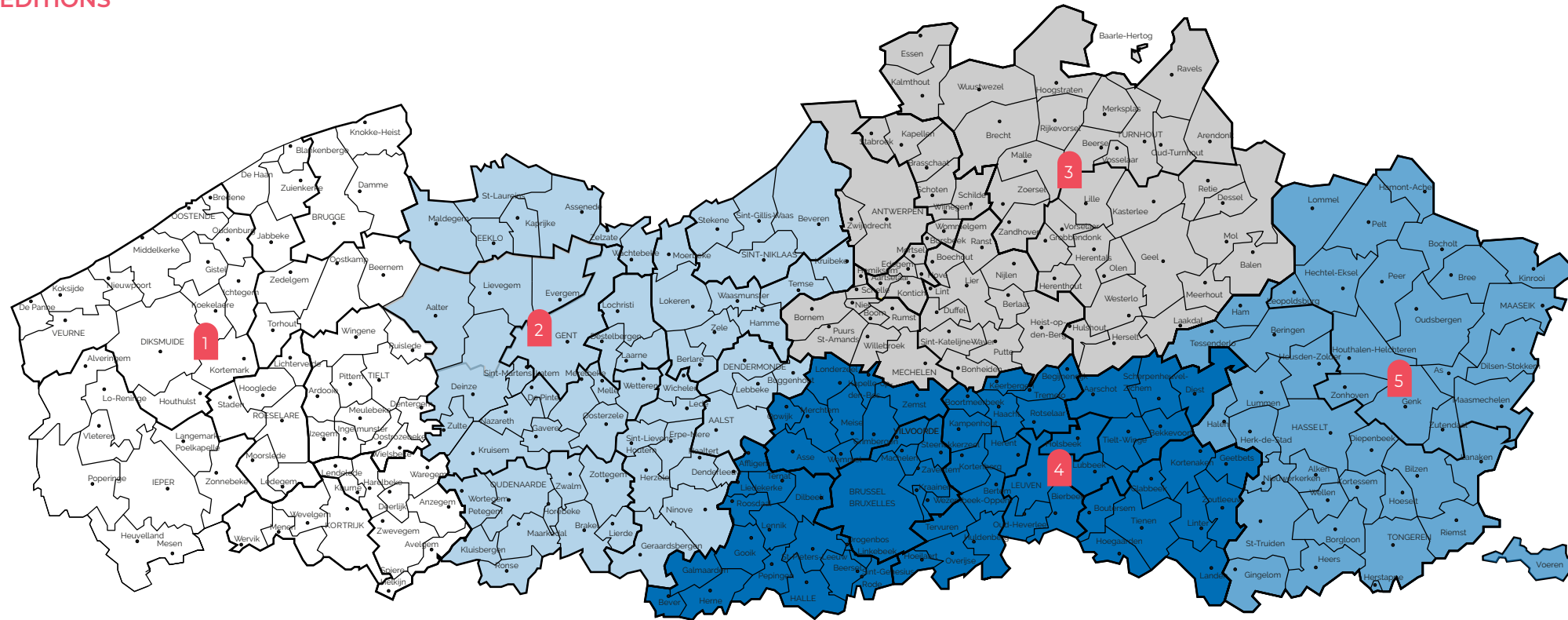
	ART 1000	ART 750	ART 500	ART 250	ACC 100	ACC 50	ACC 2	AP 400	AP 200	AP 100	AP 50	REGIO SPOT*	PANO**	1/2 PANO**
WIDTH X HEIGHT (MM)	255X380	191X270	255X192	142X200	255X100	255X50	94X380	191X100	94X100	94X50	45X50	94X50	532X380	532X192
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	3 COL	5 COL	5 COL	2 COL	4 COL	2 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 2024 | WEEKDAYS & WEEKEND



REACH	X	CPM RATE	X	FORMAT		RATES	
					FORMAT INDEX	WEEK	WEEKEND
397.130	X	€ 21,05	X	ART 1000	300%	€ 25.080	€ 28.845
				ART 750	275%	€ 22.990	€ 26.440
				ART 500	200%	€ 16.720	€ 19.230
				ART 250	100%	€ 8.360	€ 9.615
				ACC 100	100%	€ 8.360	€ 9.615
				ACC 50	50%	€ 4.180	€ 4.805
				ACC 2	160%	€ 13.375	€ 15.385
				AP 400	73%	€ 6.100	€ 7.020
				AP 200	36%	€ 3.010	€ 3.460
				AP 100	20%	€ 1.670	€ 1.925
				AP 50	9%	€ 750	€ 865
				PANO*	500%	€ 41.800	€ 48.075
				1/2 PANO*	400%	€ 33.440	€ 38.460

* format on request

DE STANDAARD

RATES 2024 | EDITIONS

WEEK	FORMAT	WEST-FLANDERS	EAST-FLANDERS	FLEMISH-FLANDERS	ANTWERP	LIMBURG
	ART 1000	---	---	---	---	---
	ART 750	---	---	---	---	---
	ART 500	€ 1.985	€ 3.100	€ 2.660	€ 4.005	€ 1.145
	ART 250	€ 1.240	€ 1.935	€ 1.665	€ 2.500	€ 715
	ACC 100	€ 1.075	€ 1.675	€ 1.440	€ 2.165	€ 620
	ACC 50	€ 535	€ 840	€ 720	€ 1.080	€ 310
	ACC 2	€ 1.630	€ 2.545	€ 2.190	€ 3.290	€ 940
	AP 400	€ 890	€ 1.390	€ 1.195	€ 1.795	€ 515
	AP 200	€ 445	€ 695	€ 595	€ 900	€ 255
	AP 100	€ 220	€ 350	€ 300	€ 450	€ 130
	AP 50	€ 110	€ 175	€ 150	€ 225	€ 65
	REGIOSPOT*	€ 1.530	€ 2.390	€ 2.055	€ 3.085	€ 880
	PANO	---	---	---	---	---

WEEKEND	FORMAT	WEST-FLANDERS	EAST-FLANDERS	FLEMISH-FLANDERS	ANTWERP	LIMBURG
	ART 1000	€ 4.425	€ 6.910	€ 5.940	€ 8.930	€ 2.550
	ART 750	---	---	---	---	---
	ART 500	€ 2.325	€ 3.630	€ 3.120	€ 4.695	€ 1.340
	ART 250	€ 1.455	€ 2.270	€ 1.950	€ 2.935	€ 840
	ACC 100	€ 1.260	€ 1.965	€ 1.690	€ 2.540	€ 725
	ACC 50	€ 630	€ 980	€ 845	€ 1.270	€ 365
	ACC 2	€ 1.910	€ 2.985	€ 2.565	€ 3.860	€ 1.100
	AP 400	€ 1.045	€ 1.630	€ 1.400	€ 2.105	€ 600
	AP 200	€ 520	€ 815	€ 700	€ 1.055	€ 300
	AP 100	€ 260	€ 405	€ 350	€ 525	€ 150
	AP 50	€ 130	€ 205	€ 175	€ 265	€ 75
	REGIOSPOT*	€ 1.795	€ 2.800	€ 2.405	€ 3.620	€ 1.035
	PANO	---	---	---	---	---

* on front page

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

DE STANDAARD

SUPPLEMENTS 2024



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

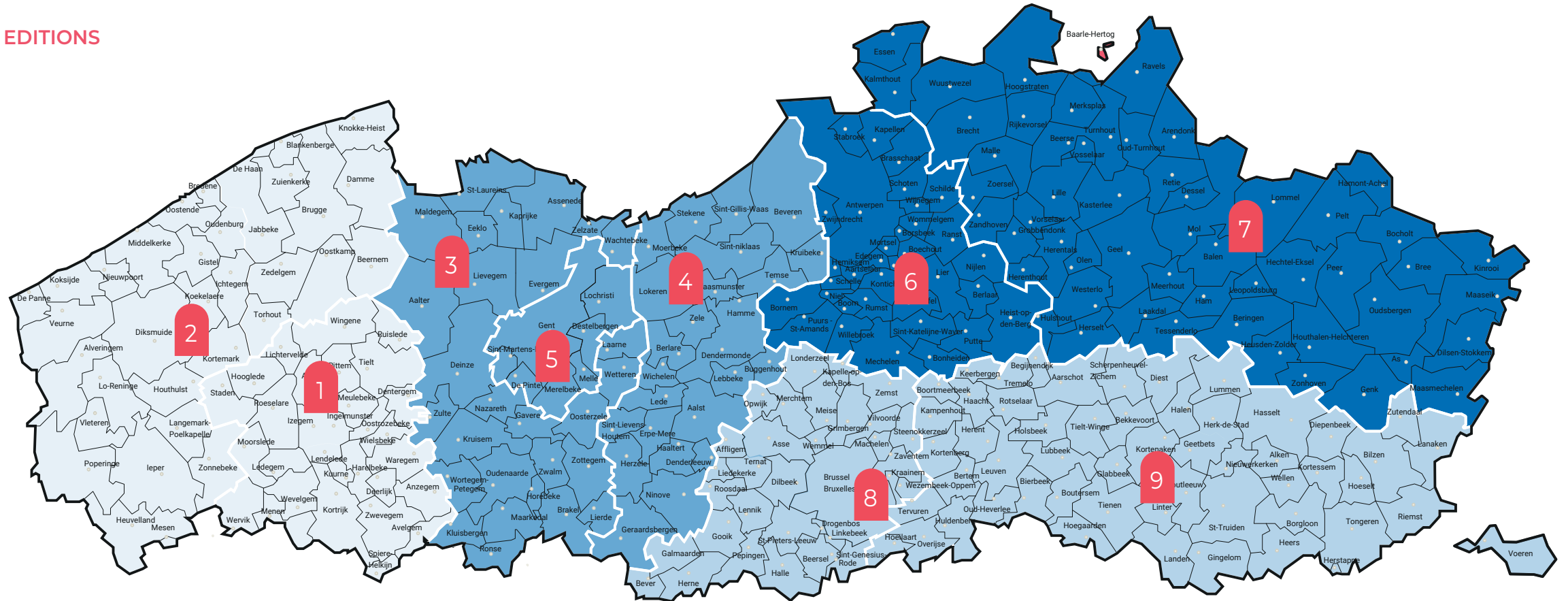
Ad material ready to be published: date of publication -3 working days at 11h30

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 2024 | WEEKDAYS & WEEKEND



REACH	X	CPM RATE	X	FORMAT		RATES	
					FORMAT INDEX	WEEK	WEEKEND
806.790	X	€ 13,57	X	ART 1000	300%	€ 32.845	€ 37.770
				ART 750	275%	€ 30.105	€ 34.620
				ART 500	200%	€ 21.895	€ 25.180
				ART 250	100%	€ 10.950	€ 12.590
				ACC 100	100%	€ 10.950	€ 12.590
				ACC 50	50%	€ 5.475	€ 6.295
				ACC 2	160%	€ 17.515	€ 20.145
				AP 400	73%	€ 7.990	€ 9.190
				AP 200	36%	€ 3.940	€ 4.530
				AP 100	20%	€ 2.190	€ 2.520
				AP 50	9%	€ 985	€ 1.135
				PANO*	500%	€ 54.740	€ 62.950
				1/2 PANO*	400%	€ 43.795	€ 50.360

* format on request

NIEUWSBLAD

RATES 2024 | EDITIONS - WEEK

FORMAT	PROVINCE	BRUGGE	KORTRIJK ROESELARE	PROVINCE	GENTENAAR	EEKLO - DEINZE	DENDER WAASLAND	PROVINCE	PAJOT	LEUVEN	PROVINCE	ANTWERPEN	KEMPEN
	WEST-FLANDERS	OOSTENDE WESTHOEK		EAST-FLANDERS		VLAAMSE ARDENNEN		FLEMISH-BRABANT	BRUSSEL RAND	HAGELAND HASPENGOUW	ANTWERP	MECHELEN LIER	NOORD LIMBURG
ART 1000	€ 7.770	€ 4.545	€ 5.175	€ 10.390	€ 3.290	€ 5.230	€ 4.765	€ 5.155	€ 3.330	€ 3.050	€ 4.135	€ 2.270	€ 2.325
ART 750	€ 4.595	€ 2.685	€ 3.060	€ 6.140	€ 1.945	€ 3.090	€ 2.820	€ 3.045	€ 1.970	€ 1.800	€ 2.445	€ 1.345	€ 1.375
ART 500	€ 4.085	€ 2.385	€ 2.720	€ 5.460	€ 1.730	€ 2.750	€ 2.505	€ 2.710	€ 1.750	€ 1.600	€ 2.170	€ 1.195	€ 1.220
ART 250	€ 2.550	€ 1.490	€ 1.700	€ 3.410	€ 1.080	€ 1.720	€ 1.565	€ 1.695	€ 1.095	€ 1.000	€ 1.360	€ 745	€ 765
ACC 100	€ 2.210	€ 1.290	€ 1.470	€ 2.955	€ 935	€ 1.485	€ 1.355	€ 1.465	€ 945	€ 865	€ 1.175	€ 645	€ 660
ACC 50	€ 1.105	€ 645	€ 735	€ 1.475	€ 470	€ 745	€ 675	€ 735	€ 475	€ 435	€ 585	€ 325	€ 330
ACC 2	€ 3.355	€ 1.960	€ 2.235	€ 4.490	€ 1.420	€ 2.260	€ 2.060	€ 2.225	€ 1.440	€ 1.315	€ 1.785	€ 980	€ 1.005
AP 400	€ 1.835	€ 1.070	€ 1.220	€ 2.450	€ 775	€ 1.235	€ 1.125	€ 1.215	€ 785	€ 720	€ 975	€ 535	€ 550
AP 200	€ 915	€ 535	€ 610	€ 1.225	€ 390	€ 615	€ 560	€ 610	€ 395	€ 360	€ 485	€ 270	€ 275
AP 100	€ 460	€ 270	€ 305	€ 610	€ 195	€ 310	€ 280	€ 305	€ 195	€ 180	€ 245	€ 135	€ 135
AP 50	€ 230	€ 135	€ 155	€ 305	€ 95	€ 155	€ 140	€ 150	€ 100	€ 90	€ 120	€ 65	€ 70
REGIOSPOT*	€ 2.270	€ 1.325	€ 1.510	€ 3.035	€ 960	€ 1.530	€ 1.390	€ 1.505	€ 975	€ 890	€ 1.210	€ 665	€ 680
PANO	€ 15.545	€ 9.085	€ 10.350	€ 20.780	€ 6.580	€ 10.460	€ 9.535	€ 10.310	€ 6.660	€ 6.095	€ 8.270	€ 4.545	€ 4.650

NIEUWSBLAD

RATES 2024 | EDITIONS - WEEKEND

FORMAT	PROVINCE	BRUGGE	KORTRIJK ROESELARE	PROVINCE	GENTENAAR	EEKLO - DEINZE	DENDER WAASLAND	PROVINCE	PAJOT	LEUVEN	PROVINCE	ANTWERPEN	KEMPEN
	WEST-FLANDERS	OOSTENDE WESTHOEK		EAST-FLANDERS		VLAAMSE ARDENNEN		FLEMISH-BRABANT	BRUSSEL RAND	HAGELAND HASPENGOUW	ANTWERP	MECHELEN LIER	NOORD LIMBURG
ART 1000	€ 8.950	€ 5.230	€ 5.960	€ 11.965	€ 3.790	€ 6.025	€ 5.490	€ 5.935	€ 3.835	€ 3.510	€ 4.760	€ 2.615	€ 2.680
ART 750	€ 5.290	€ 3.095	€ 3.525	€ 7.075	€ 2.240	€ 3.560	€ 3.245	€ 3.510	€ 2.265	€ 2.075	€ 2.815	€ 1.545	€ 1.585
ART 500	€ 4.705	€ 2.750	€ 3.130	€ 6.285	€ 1.990	€ 3.165	€ 2.885	€ 3.120	€ 2.015	€ 1.845	€ 2.500	€ 1.375	€ 1.405
ART 250	€ 2.940	€ 1.720	€ 1.955	€ 3.930	€ 1.245	€ 1.980	€ 1.805	€ 1.950	€ 1.260	€ 1.155	€ 1.565	€ 860	€ 880
ACC 100	€ 2.545	€ 1.485	€ 1.695	€ 3.400	€ 1.075	€ 1.710	€ 1.560	€ 1.685	€ 1.090	€ 1.000	€ 1.355	€ 745	€ 760
ACC 50	€ 1.270	€ 745	€ 845	€ 1.700	€ 540	€ 855	€ 780	€ 845	€ 545	€ 500	€ 675	€ 370	€ 380
ACC 2	€ 3.865	€ 2.260	€ 2.575	€ 5.170	€ 1.635	€ 2.600	€ 2.370	€ 2.565	€ 1.655	€ 1.515	€ 2.055	€ 1.130	€ 1.155
AP 400	€ 2.110	€ 1.235	€ 1.405	€ 2.820	€ 895	€ 1.420	€ 1.295	€ 1.400	€ 905	€ 830	€ 1.120	€ 615	€ 630
AP 200	€ 1.055	€ 615	€ 705	€ 1.410	€ 445	€ 710	€ 645	€ 700	€ 450	€ 415	€ 560	€ 310	€ 315
AP 100	€ 530	€ 310	€ 350	€ 705	€ 225	€ 355	€ 325	€ 350	€ 225	€ 205	€ 280	€ 155	€ 160
AP 50	€ 265	€ 155	€ 175	€ 355	€ 110	€ 180	€ 160	€ 175	€ 115	€ 105	€ 140	€ 75	€ 80
REGIOSPOT*	€ 2.615	€ 1.530	€ 1.740	€ 3.495	€ 1.105	€ 1.760	€ 1.605	€ 1.735	€ 1.120	€ 1.025	€ 1.390	€ 765	€ 780
PANO	€ 17.900	€ 10.465	€ 11.920	€ 23.930	€ 7.580	€ 12.045	€ 10.980	€ 11.875	€ 7.670	€ 7.020	€ 9.520	€ 5.230	€ 5.355

NIEUWSBLAD

SUPPLEMENTS 2024



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		
1ST PAGE EXTRA (VRIJE TIJD)						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

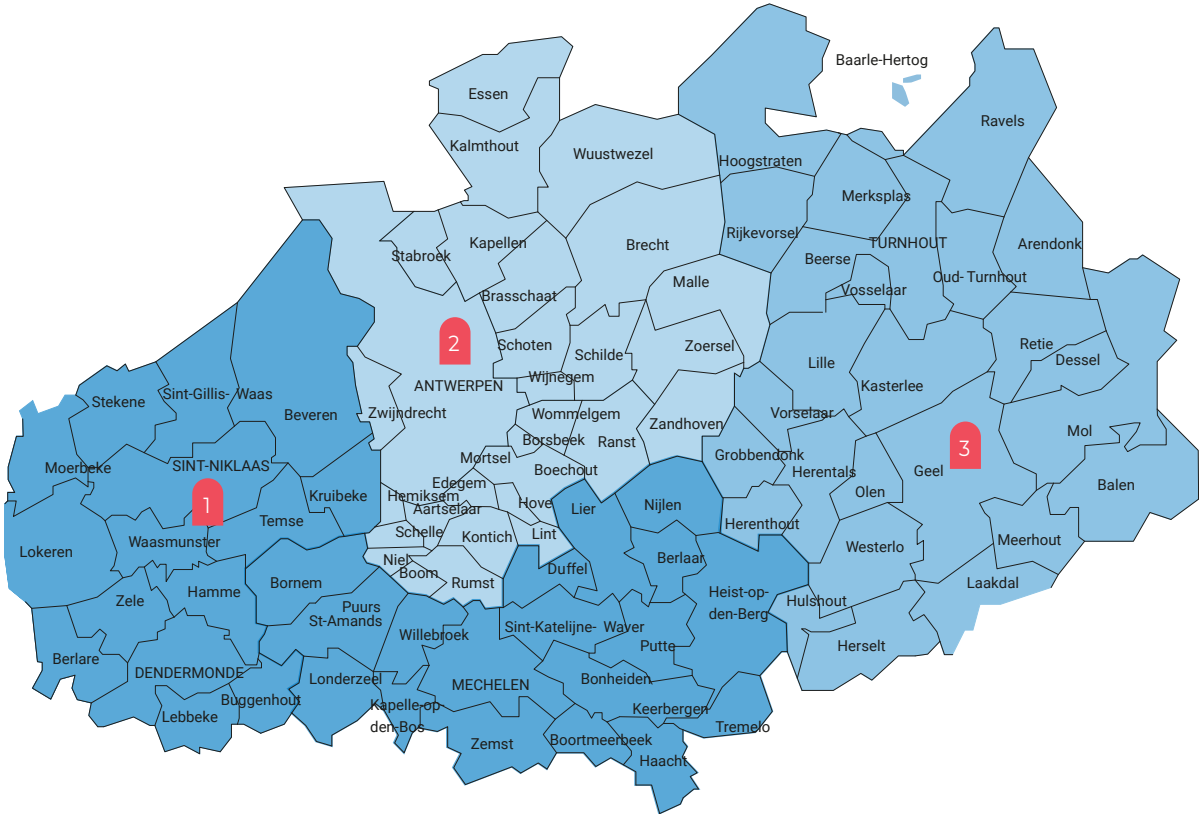
Ad material ready to be published: date of publication -3 working days at 11h30

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 2024 | WEEKDAYS & WEEKEND



REACH	X	CPM RATE	X	FORMAT		RATES	
		WEEK			FORMAT INDEX	WEEK	WEEKEND
314.850	X	12,50	X	ART 1000	300%	€ 11.805	€ 13.575
				ART 750	275%	€ 10.825	€ 12.440
				ART 500	200%	€ 7.870	€ 9.050
				ART 250	100%	€ 3.935	€ 4.525
				ACC 100	100%	€ 3.935	€ 4.525
				ACC 50	50%	€ 1.970	€ 2.260
				ACC 2	160%	€ 6.295	€ 7.240
				AP 400	73%	€ 2.875	€ 3.305
				AP 200	36%	€ 1.415	€ 1.630
				AP 100	20%	€ 785	€ 905
				AP 50	9%	€ 355	€ 405
				PANO*	500%	€ 19.680	€ 22.620
				1/2 PANO*	400%	€ 15.745	€ 18.100

* format on request

GAZET VAN ANTWERPEN

RATES 2024 | EDITIONS

WEEK	FORMAT	STAD & RAND	KEMPEN	MECHELEN/WAAS
	ART 1000	€ 6.380	€ 3.340	€ 2.260
	ART 750	€ 4.350	€ 2.280	€ 1.540
	ART 500	€ 3.870	€ 2.025	€ 1.370
	ART 250	€ 2.415	€ 1.265	€ 855
	ACC 100	€ 2.165	€ 1.135	€ 765
	ACC 50	€ 1.085	€ 565	€ 385
	ACC 2	€ 3.060	€ 1.605	€ 1.085
	AP 400	€ 1.730	€ 905	€ 615
	AP 200	€ 905	€ 475	€ 320
	AP 100	€ 455	€ 235	€ 160
	AP 50	€ 225	€ 120	€ 80
	REGIOSPOT*	€ 1.845	€ 965	€ 655
	PANO	€ 9.570	€ 5.010	€ 3.385

WEEKEND	FORMAT	STAD & RAND	KEMPEN	MECHELEN/WAAS
	ART 1000	€ 7.295	€ 3.820	€ 2.580
	ART 750	€ 4.975	€ 2.605	€ 1.760
	ART 500	€ 4.425	€ 2.315	€ 1.565
	ART 250	€ 2.765	€ 1.450	€ 980
	ACC 100	€ 2.475	€ 1.295	€ 875
	ACC 50	€ 1.240	€ 650	€ 440
	ACC 2	€ 3.500	€ 1.835	€ 1.240
	AP 400	€ 1.980	€ 1.040	€ 700
	AP 200	€ 1.035	€ 545	€ 365
	AP 100	€ 520	€ 270	€ 185
	AP 50	€ 260	€ 135	€ 90
	REGIOSPOT*	€ 2.110	€ 1.105	€ 745
	PANO	€ 10.940	€ 5.730	€ 3.870

* on front page

GAZET VAN ANTWERPEN

SUPPLEMENTS 2024



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 (7 ONLY WEEKDAYS)	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25		
1ST PAGE VRIJUIT						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 2024 | WEEKDAYS & WEEKEND



REACH	X	CPM RATE	X	FORMAT		RATES	
		WEEK			FORMAT INDEX	WEEK	WEEKEND
377.170	X	12,50	X	ART 1000	300%	€ 14.145	€ 16.260
				ART 750	275%	€ 12.965	€ 14.905
				ART 500	168%	€ 7.920	€ 9.105
				ART 250	100%	€ 4.715	€ 5.420
				ACC 100	100%	€ 4.715	€ 5.420
				ACC 50	50%	€ 2.355	€ 2.710
				ACC 2	160%	€ 7.545	€ 8.670
				AP 400	73%	€ 3.440	€ 3.955
				AP 200	36%	€ 1.695	€ 1.950
				AP 100	20%	€ 945	€ 1.085
				AP 50	9%	€ 425	€ 490
				PANO*	500%	€ 23.575	€ 27.100
				1/2 PANO*	400%	€ 18.860	€ 21.680

* format on request

HET BELANG VAN LIMBURG

SUPPLEMENTS 2024



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 (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		
1ST PAGE ACHTERKRANT						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 2024



	1/1 PAGE										PANO	
WIDTH X HEIGHT (MM)	250 X 335 + 5MM BLEED ON 4 SIDES										500 X 335 + 5MM BLEED ON 4 SIDES	
PLACEMENT	-	COVER 2	COVER 3	COVER 4	PRIMA POSTA	SECUNDA POSTA	RIGHT SIDE	FIRST PART	FIRST PART RIGHT SIDE	-	OPENING 2+3	PANO 4+5
ALL EDITIONS	€ 12.245	€ 15.920	€ 14.080	€ 18.370	€ 15.305	€ 14.695	€ 13.470	€ 14.080	€ 15.305	€ 24.495	€ 29.395	€ 26.945

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 2024



	1/1 PAGE						PANO	
WIDTH X HEIGHT (MM)	220 X 285 + 5 MM BLEED ON 4 SIDES						440 X 285 + 5 MM BLEED ON 4 SIDES	
PLACEMENT	-	COVER 2	COVER 3	COVER 4	PRIMA POSTA	SECUNDA POSTA	-	OPENING 2+3
ALL EDITIONS	€ 9.445	€ 12.280	€ 10.860	€ 14.170	€ 11.805	€ 11.335	€ 18.885	€ 22.660

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 2024



	1/1 PAGE								PANO	
WIDTH X HEIGHT (MM)	210 X 297 + 5 MM BLEED ON 4 SIDES								420 X 297 + 5 MM BLEED ON 4 SIDES	
PLACEMENT	-	COVER 2	COVER 3	COVER 4	PRIMA POSTA	RIGHT SIDE	FIRST PART	FIRST PART RIGHT SIDE	-	OPENING 2+3
ALL EDITIONS	€ 7.500	€ 9.750	€ 8.625	€ 11.250	€ 9.375	€ 8.250	€ 8.400	€ 8.625	€ 15.000	€ 18.000
BILLIE HET BELANG VAN LIMBURG	€ 4.085	-	-	€ 6.130						
BILLIE NIEUWSBLAD FLEMISH-BRABANT	€ 1.585	-	-	€ 2.380						
BILLIE NIEUWSBLAD EAST-FLANDERS	€ 2.245	-	-	€ 3.370						
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

RATES 2024



	1/1 PAGE	ACC 75	PANO
WIDTH X HEIGHT (MM)	255X380	255X75	532X380
WIDTH IN COLUMNS	5 COL	5 COL	10 COL
ALL EDITIONS	€ 9.970	€ 2.360	€ 14.950

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 | GAZET VAN ANTWERPEN

RATES 2024



	1/1 PAGE	ACC 75	PANO
WIDTH X HEIGHT (MM)	255X380	255X75	532X380
WIDTH IN COLUMNS	5 COL	5 COL	10 COL
ALL EDITIONS	€ 7.345	€ 1.740	€ 11.015

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 2024



	1/1 PAGE	ACC 75	PANO
WIDTH X HEIGHT (MM)	255X380	255X75	532X380
WIDTH IN COLUMNS	5 COL	5 COL	10 COL
ALL EDITIONS	€ 5.660	€ 1.425	€ 9.035

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.

PACKAGE POPULAR | SUPPLEMENTS

WEEKEND

RATES 2024 | CHECK! + DE MARKT GAZET VAN ANTWERPEN + DE MARKT HET BELANG VAN LIMBURG

	1/1 PAGE	
WIDTH X HEIGHT (MM)	255 X 380 + 5 MM BLEED ON 4 SIDES	
WIDTH IN COLUMNS	5 COL	
		
WEEKEND	€ 17.230	



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 2024



	1/1 PAGE					1/2 PAGE	PANO
WIDTH X HEIGHT (MM)	255X380					255X192	532X380
WIDTH IN COLUMNS	5 COL					5 COL	10 COL
PLACEMENT	-	COVER 2	COVER 3	COVER 4	RIGHT SIDE	-	-
RATES	€ 5.080	€ 6.605	€ 5.840	€ 7.620	€ 5.585	€ 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.

GOESTING

RATES 2024



	1/1 PAGE				ACC 2	ART 250	PANO
WIDTH X HEIGHT (MM)	255X380				94X380	142X200	532X380
WIDTH IN COLUMNS	5 COL				2 COL	3 COL	10 COL
PLACEMENT	-	COVER 2	COVER 3	COVER 4	-	-	-
ALL EDITIONS	€ 3.910	€ 5.085	€ 4.500	€ 5.865	€ 2.635	€ 1.315	€ 7.820

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 2024 | WEEKEND

	CIRCULATION PRINT + DIGITAL	INSERT RATE PRINT + DIGITAL	DISTRIBUTION COST PRINT	TOTAL	NUMBER OF PRINT COPIES TO BE DELIVERED
DE STANDAARD	164.000	€ 32.700	€ 3.485	€ 36.185	110.000
NIEUWSBLAD	235.000	€ 39.080	€ 6.290	€ 45.370	195.000
GAZET VAN ANTWERPEN	91.000	€ 15.080	€ 2.195	€ 17.275	75.000
HET BELANG VAN LIMBURG	116.000	€ 18.120	€ 2.785	€ 20.905	85.000

RATES 2024 | WEEKDAYS

	CIRCULATION PRINT + DIGITAL	INSERT RATE PRINT + DIGITAL	DISTRIBUTION COST PRINT	TOTAL	NUMBER OF PRINT COPIES TO BE DELIVERED
DE STANDAARD	114.000	€ 19.800	€ 1.875	€ 21.675	60.000
NIEUWSBLAD	200.000	€ 32.640	€ 5.255	€ 37.895	160.000
GAZET VAN ANTWERPEN	71.000	€ 11.400	€ 1.770	€ 13.170	55.000
HET BELANG VAN LIMBURG	98.000	€ 14.810	€ 2.285	€ 17.095	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

No agency commission on distribution or technical cost. Inserting days always on demand and subject to availability. General conditions: <https://www.adsandata.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.adsandata.be/en/techspecs/print/>.

INSERT NEWSPAPERS | REGIONAL CIRCULATION (EDITIONS)

PRINT: WEEKDAYS

RATES 2024 | DE STANDAARD

EDITIONS	INSERT RATE	DISTRIBUTION COST	TOTAL	NUMBER OF PRINT COPIES TO BE DELIVERED
WEST-FLANDERS	€ 2.995	€ 365	€ 3.360	11.600
EAST-FLANDERS	€ 3.845	€ 465	€ 4.310	14.900
FLEMISH-BRABANT	€ 3.610	€ 440	€ 4.050	14.000
ANTWERP	€ 3.870	€ 470	€ 4.340	15.000
LIMBURG*	€ 1.160	€ 140	€ 1.300	4.500

*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 2024 | GAZET VAN ANTWERPEN

EDITIONS	INSERT RATE	DISTRIBUTION COST	TOTAL	NUMBER OF PRINT COPIES TO BE DELIVERED
STAD & RAND	€ 5.300	€ 925	€ 6.225	28.800
KEMPEN	€ 3.000	€ 525	€ 3.525	16.300
MECHELEN / WAAS	€ 1.820	€ 320	€ 2.140	9.900

DEADLINES RESERVATION

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

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

No agency commission on distribution or technical cost. Inserting days always on demand and subject to availability. General conditions: <https://www.adsandata.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.adsandata.be/en/techspecs/print/>.

INSERT NEWSPAPERS | REGIONAL CIRCULATION (EDITIONS)

PRINT: WEEKDAYS

RATES 2024 | NIEUWSBLAD

EDITIONS	INSERT RATE	DISTRIBUTION COST	TOTAL	NUMBER OF PRINT COPIES TO BE DELIVERED
BRUGGE-OOSTENDE-WESTHOEK	€ 4.160	€ 740	€ 4.900	22.600
KORTRIJK-ROESELARE	€ 4.690	€ 840	€ 5.530	25.500
EEKLO-DEINZE-VLAAMSE ARDENNEN	€ 4.620	€ 825	€ 5.445	25.100
DE GENTENAAR	€ 2.780	€ 495	€ 3.275	15.100
DENDER WAASLAND	€ 4.175	€ 745	€ 4.920	22.700
PAJOT BRUSSEL RAND	€ 2.410	€ 430	€ 2.840	13.100
LEUVEN-HAGELAND-HASPENGOUW	€ 2.685	€ 480	€ 3.165	14.600
ANTWERPEN-MECHELEN-LIER	€ 1.915	€ 340	€ 2.255	10.400
KEMPEN - NOORD-LIMBURG	€ 2.005	€ 360	€ 2.365	10.900
WEST-FLANDERS	€ 8.850	€ 1.580	€ 10.430	48.100
EAST-FLANDERS	€ 11.575	€ 2.065	€ 13.640	62.900
FLEMISH-BRABANT	€ 5.095	€ 910	€ 6.005	27.700
ANTWERP	€ 3.920	€ 700	€ 4.620	21.300

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, Industrierweg 147, 3583 Paal-Beringen. Technical specifications inserting: <https://www.adsanddata.be/en/techspecs/print/>.

INSERT MAGAZINES

WEEKEND

RATES 2024 | DE STANDAARD MAGAZINE

DAY	WEIGHT	INSERT RATE	TECHNICAL COST	TOTAL	CIRCULATION
SATURDAY	TBD	€ 20.240	€ 840	€ 21.080	110.000

RATES 2024 | BILLIE

DAY	WEIGHT		INSERT RATE	TECHNICAL COST	TOTAL	CIRCULATION
SATURDAY	TBD	NB + HBVL + GVA	€ 40.825	€ 3.510	€ 44.335	355.000
		NIEUWSBLAD	€ 23.400	€ 2.830	€ 26.230	195.000
		HET BELANG VAN LIMBURG	€ 15.640	€ 2.360	€ 18.000	85.000
		GAZET VAN ANTWERPEN	€ 13.800	€ 2.320	€ 16.120	75.000

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.
 Address: Roularta Printing – Roeselare Ioskades – Meensesteenweg 300 – 8800 Roeselare.



05

MEMOSTICK

MEMOSTICK | NATIONAL CIRCULATION

RATES 2024 | FULL EDITION



NEWSPAPER	PRINT CIRCULATION	TECHNICAL COSTS (INCL. PRINTING MEMOSTICK)	MEDIA RATE	TOTAL RATE
DE STANDAARD	60.000	€ 3.775	€ 15.480	€ 19.255
NIEUWSBLAD	160.000	€ 9.135	€ 29.440	€ 38.575
GAZET VAN ANTWERPEN	55.000	€ 3.460	€ 10.120	€ 13.580
HET BELANG VAN LIMBURG	67.000	€ 4.215	€ 12.330	€ 16.545



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.

* 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.

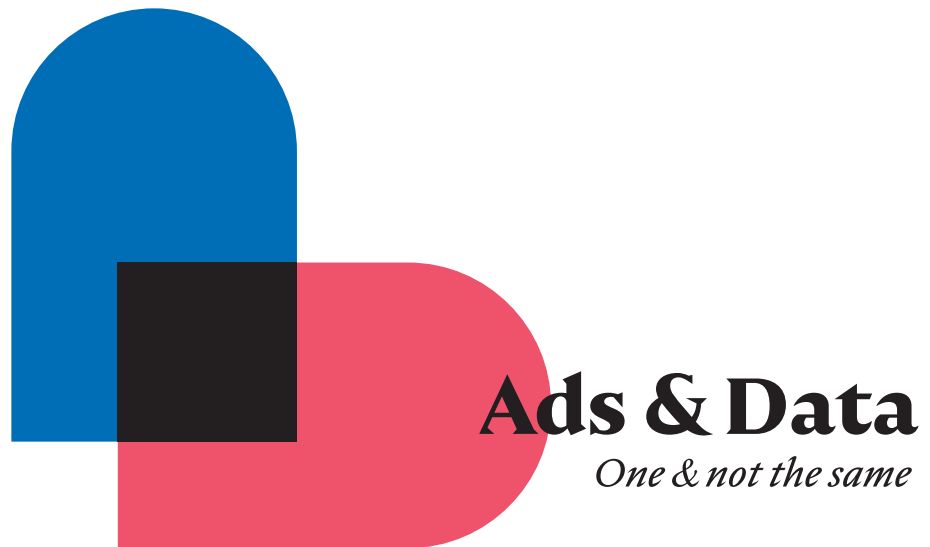
MEMOSTICK | REGIONAL CIRCULATION (EDITIONS)

RATES 2024 | PER EDITION



NEWSPAPER	EDITION	PRINT CIRCULATION	TECHNICAL COSTS	MEDIA RATE	TOTAL RATE
DE STANDAARD	Province Antwerp	15.000	€ 1.215	€ 3.870	€ 5.085
	Province Limburg	4.500	€ 775	€ 1.160	€ 1.935
	Province East-Flanders	14.900	€ 1.210	€ 3.845	€ 5.055
	Province West-Flanders	11.600	€ 985	€ 2.995	€ 3.980
	Province Flemish Brabant and Brussels	14.000	€ 1.135	€ 3.610	€ 4.745
NIEUWSBLAD	WEST-FLANDERS	48.100	€ 3.060	€ 8.850	€ 11.910
	Brugge - Oostende - Westhoek	22.600	€ 1.830	€ 4.160	€ 5.990
	Kortrijk - Roeselare	25.500	€ 1.735	€ 4.690	€ 6.425
	EAST-FLANDERS	62.900	€ 3.955	€ 11.575	€ 15.530
	Eeklo - Deinze - Vl. Ardennen	25.100	€ 1.710	€ 4.620	€ 6.330
	De Gentenaar	15.100	€ 1.225	€ 2.780	€ 4.005
	Dender - Waasland	22.700	€ 1.545	€ 4.175	€ 5.720
	FLEMISH BRABANT AND BRUSSELS	27.700	€ 1.885	€ 5.095	€ 6.980
	Pajot - Brussel rand	13.100	€ 1.060	€ 2.410	€ 3.470
	Leuven - Hageland - Haspengouw	14.600	€ 1.185	€ 2.685	€ 3.870
	ANTWERP	21.300	€ 1.725	€ 3.920	€ 5.645
	Antwerpen - Mechelen - Lier	10.400	€ 950	€ 1.915	€ 2.865
	Kempen - Noord-Limburg	10.900	€ 965	€ 2.005	€ 2.970
	GAZET VAN ANTWERPEN	Stad & Rand	28.800	€ 1.960	€ 5.300
Kempen		16.300	€ 1.320	€ 3.000	€ 4.320
Mechelen/Waas		9.900	€ 935	€ 1.820	€ 2.755
HET BELANG VAN LIMBURG*	Noord	20.100	€ 1.630	€ 3.700	€ 5.330
	On Tuesday* Oost	21.700	€ 1.760	€ 3.995	€ 5.755
	Zuid	25.200	€ 2.040	€ 4.635	€ 6.675

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