



# Fonds 2025

L'Echo | De Tijd

**Fonds, the fund magazine of L'Echo | De Tijd**, provides dedicated and specialist information on funds, enabling private and professional investors to make the most reliable choices in their investment decisions.

### Target audience

- Private investors & high net worth individuals
- Finance professionals
- Brokers, financial professionals

### Editorial topics

- Interviews with fund managers
- Insights & advice by fund experts in the field
- Hot topics of the world of funds

### Calendar

Date	Focus	Bookings	Material
19 March	Fund awards & Asset Management Tomorrow	10 March	11 March
18 June	Outlook S2 (CM*)	20 May	10 June
24 September	Sustainable investing & trends in the funds market	8 September	9 September
17 December	Outlook 2026 (CM*)	18 Novembre	9 December

### Key figures



**Publication form**  
print + digital



**Format**  
Demi-Berliner  
(315 mm H x 235 mm W)



**Daily unique reach**  
**356.200**  
(print + digital replica)



**Language**  
Dutch (De Tijd) +  
French (L'Echo)

### Key readership figures



Readers of Fonds own an average of **5.4x more movable assets than the average Belgian**



Most **active investor community** of all Belgian newspapers (selectivity 155)



**8 out of 10** readers invest in funds



**88%** of the decision makers uses L'Echo | De Tijd as a **professional tool**

\*CM: contentmarketing; Source: CIM 2024 ; The Belgians and their Money 2021, ; Decision Power within Belgian Companies, Kantar 2021 ; CIM TGM 2023 (total brand)

# Fonds

## Print rates

(in euros, excl. VAT)

	Dimensions*	Nationwide
2/1 page	290 mm H x 441 mm W (8 columns)	72,240
1/1 page	290 mm H x 206 mm W (4 columns)	36,120
1/2 page H	143 mm H x 206 mm W (4 columns)	21,410
1/2 page V	290 mm H x 102 mm W (2 columns)	21,410

\*No trim

Content marketing rates	upon request
Specific placement	+25% surcharge



## Online campaign Investors in Funds Package

Boost your print campaign in Fonds with the "Investors in Funds" package on tijd.be | lecho.be. Your campaign will appear for 2 weeks on fund-related web pages and is ge(re) targeted at surfers with an above-average interest in investing in funds.

## Finpro Package

Thanks to a first-party data segment of more than 61,000 registered and subscribed finance professionals, we offer you a conclusive and targeted solution to reach this selective target group reach. More info: see our online rates



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