

SPORTS 2021

National Newspapers are the best qualitative & quantitative channel to massively reach the consumers!

- 84% of the NP readers practice a sport
- Newsbrands readers are interested in big sport events (sel. 110 – reach 65%)
- Newsbrands readers attend professional football matches (sel. 111 – reach 66%)

(Source : CIM TGM 2019-2020)

- For the dailies' readers the affinity with sport practices (any of) = sel. 112
& with sport content in the media = sel. 120

(Source Space/Pulsar 2020)

Discover the NP offers for the sport season!

Efficiency guaranteed at a very accessible pricing thanks to the seasonal offering:

▪ SPECIAL EURO 2020

Art.
1000

TOP TOP
EURO

or

3 x
Art.
1000

€ 100.000 gross
€ 85.000 net

Promo :
€ 258.824 gross
€ 220.000 net

+



Digital
extension
possibility

2 mio imp. for
€ 14.118 gross
12.000 net
/day of appearance

6,1 MILLION
READERS EVERY DAY
63%
reach on 18+

7,7 MILLION
BELGIANS READ OUR
NEWSBRANDS
EVERY WEEK

▪ SPORT SPONSOR Tokyo or EURO 2020

6 x
Acc
100/120

+ 6 mio imp. for
€ 171.765 gross
146.000 net