

NP TOP TOPICAL



BE THE TOPIC EVERYONE IS TALKING ABOUT

FACTS

- Fast reactivity to the news
- Creates contextual memorization & sympathy for the brand
- An impactful while not intrusive media
- Huge attention & response rate
- Strengthen your reach with the digital extension

FIGURES



6,1 MILLION
BELGIANS READ
OUR NEWSBRANDS
EVERYDAY

RATES

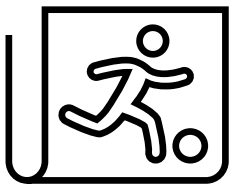
FORMATS

Art 1000	€ 104 118 € 88 500
Art 500	€ 72 941 € 62 000
+2M impr Halfpage /IMU	€ 14 118 € 12 000



Gross Rates | **Net net rates**

Source : CIM 2020 Total brand If weekend issue + 10%



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News Power

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