



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



4,1 **MILLION**
BELGIANS THE READ
OUR NEWSBRANDS
EVERYDAY

RATES

FORMATS

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

Gross rate / **Net rate**

If weekend issue + 10%

