

# NP COUPON



GENERATE HIGH REACTIVITY RATES

## FACTS

Drive traffic to your store

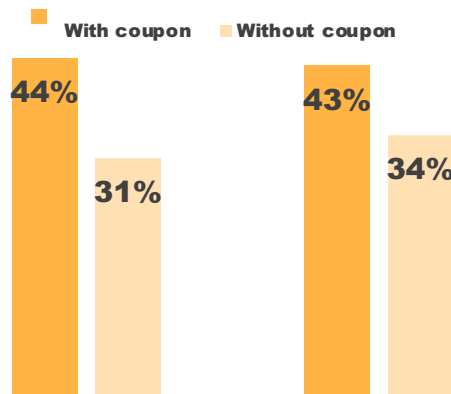
Reach the main shoppers (43%)

High reactivity rate

A great potential for more call to action in your ads

64%\* of Belgians like to use a coupon when they see one

## FIGURES



AVG EFFECT. SCORE

AVG ACTIVATION

Source : NP SCORE FMCG



**5,2** MILLION BELGIANS THE READ OUR NEWSBRANDS EVERYDAY

Source : CIM 2023 Total Brand

## RATES

### FORMATS

Art 1000	€ 100 000
	<b>€ 85 000</b>
Art 500	€ 70 000
	<b>€ 59 500</b>

Gross rate / Net rate  
If weekend issue + 15%

\* NP Media Barometer 2022

