



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



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

RATES

FORMATS

Art 1000	€ 100 000 € 85 000
Art 750	€ 82 941 € 70 500
Art 500	€ 70 000 € 59 500

Gross rate / **Net rate**

If weekend issue + 15%

