

# Barter & Sponsor rates 2024



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# Reach and circulation



# Reach and circulation

## De Standaard

DE STANDAARD	CIRCULATION	REACH
De Standaard (weekday)	60.000	397.130



NIEUWSBLAD	CIRCULATION	REACH
Nieuwsblad (weekday)	160.000	806.790



GAZET VAN ANTWERPEN	CIRCULATION	REACH
Gazet van Antwerpen (weekday)	55.000	314.850



HET BELANG VAN LIMBURG	CIRCULATION	REACH
Het Belang van Limburg (weekday)	67.000	377.170



# Newspaper rates



# De Standaard

	ART 1 000	ART 500	ART 250	ACC 50	ACC 100	ACC 2	AP 50	AP 100	AP 200	AP 400
WIDTH x HEIGHT IN MM	255 x 380	255 x 192	142 x 200	255 x 50	255 x 100	94 x 380	45 x 50	94 x 50	94 x 100	191 x 100
WIDTH IN COLUMNS	5 col	3 col	3 col	5 col	5 col	2 col	1 col	2 col	2 col	4 col
ALL EDITIONS: <b>WEEKDAYS</b>	€ 25.080	€ 16.720	€ 8.360	€ 4.180	€ 8.360	€ 13.375	€ 750	€ 1.670	€ 3.010	€ 6.100



# Nieuwsblad

	ART 1 000	ART 500	ART 250	ACC 50	ACC 100	ACC 2	AP 50	AP 100	AP 200	AP 400
WIDTH x HEIGHT IN MM	255 x 380	255 x 192	142 x 200	255 x 50	255 x 100	94 x 380	45 x 50	94 x 50	94 x 100	191 x 100
WIDTH IN COLUMNS	5 col	3 col	3 col	5 col	5 col	2 col	1 col	2 col	2 col	4 col
ALL EDITIONS: <b>WEEKDAYS</b>	€ 32.845	€ 21.895	€ 10.950	€ 5.475	€ 10.950	€ 17.515	€ 985	€ 2.190	€ 3.940	€ 7.990



# Gazet van Antwerpen

	ART 1 000	ART 500	ART 250	ACC 50	ACC 100	ACC 2	AP 50	AP 100	AP 200	AP 400
WIDTH x HEIGHT IN MM	255 x 380	255 x 192	142 x 200	255 x 50	255 x 100	94 x 380	45 x 50	94 x 50	94 x 100	191 x 100
WIDTH IN COLUMNS	5 col	3 col	3 col	5 col	5 col	2 col	1 col	2 col	2 col	4 col
ALL EDITIONS: <b>WEEKDAYS</b>	€ 11.805	€ 7.870	€ 3.935	€ 1.970	€ 3.935	€ 6.295	€ 355	€ 785	€ 1.415	€ 2.875



# Het Belang van Limburg\*

	ART 1 000	ART 500	ART 250	ACC 50	ACC 100	ACC 2	AP 50	AP 100	AP 200	AP 400
WIDTH x HEIGHT IN MM	255 x 380	255 x 192	142 x 200	255 x 50	255 x 100	94 x 380	45 x 50	94 x 50	94 x 100	191 x 100
WIDTH IN COLUMNS	5 col	3 col	3 col	5 col	5 col	2 col	1 col	2 col	2 col	4 col
ALL EDITIONS: <b>WEEKDAYS</b>	€ 14.145	€ 7.920	€ 4.715	€ 2.355	€ 4.715	€ 7.545	€ 425	€ 945	€ 1.695	€ 3.440



\*Barter and sponsor ads are not published on page 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10 of Het Belang van Limburg neither on specific page requests.

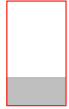
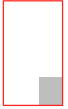
# Newspaper rates editions\*

\* maximum 2 provinces



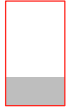
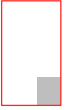


# De Standaard

WEEK	ACC 100	AP 200
WIDTH x HEIGHT IN MM	255 x 100	94 x 100
WIDTH IN COLUMNS	5 col	2 col
		
WEST-FLANDERS	€ 1.075	€ 445
EAST-FLANDERS	€ 1.675	€ 695
FLEMISH-BRABANT	€ 1.440	€ 595
ANTWERP	€ 2.165	€ 900
LIMBURG	€ 620	€ 255

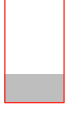



# Nieuwsblad: West-Flanders

WEEK	ACC 100	AP 200
WIDTH x HEIGHT IN MM	255 x 100	94 x 100
WIDTH IN COLUMNS	5 col	2 col
		
WEST-FLANDERS	€ 2.210	€ 915
Brugge   Oostende   Westhoek	€ 1.290	€ 535
Kortrijk   Roeselare	€ 1.470	€ 610

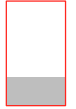



# Nieuwsblad: Flemish-Brabant

WEEK	ACC 100	AP 200
WIDTH x HEIGHT IN MM	255 x 100	94 x 100
WIDTH IN COLUMNS	5 col	2 col
		
FLEMISH-BRABANT	€ 1.465	€ 610
Pajot Brussel Rand	€ 945	€ 395
Leuven   Hageland   Haspengouw	€ 865	€ 360

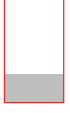



# Nieuwsblad: East-Flanders

WEEK	ACC 100	AP 200
WIDTH x HEIGHT IN MM	255 x 100	94 x 100
WIDTH IN COLUMNS	5 col	2 col
		
EAST-FLANDERS	€ 2.955	€ 1.225
De Gentenaar	€ 935	€ 390
Eeklo   Deinze Vlaamse Ardennen	€ 1.485	€ 615
Dender Waasland	€ 1.355	€ 560


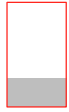
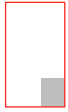


# Nieuwsblad: Antwerp

WEEK	ACC 100	AP 200
WIDTH x HEIGHT IN MM	255 x 100	94 x 100
WIDTH IN COLUMNS	5 col	2 col
		
ANTWERP	€ 1175	€ 485
Antwerpen   Mechelen   Lier	€ 645	€ 270
Kempen   Noord-Limburg	€ 660	€ 275



# Gazet van Antwerpen

WEEK	ART 500	ACC 100	AP 200
WIDTH x HEIGHT IN MM	255 x 192	255 x 100	94 x 100
WIDTH IN COLUMNS	5 col	5 col	2 col
			
Stad & Rand	€ 3.870	€ 2.165	€ 905
Kempen	€ 2.025	€ 1.135	€ 475
Mechelen / Waas	€ 1.370	€ 765	€ 320



# Contact

**For reservation of barter and sponsoring contracts:** [advertenties@mediahuis.be](mailto:advertenties@mediahuis.be)

**For contract supervision :** [advbarter@mediahuis.be](mailto:advbarter@mediahuis.be)



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