

# Billie



Het Nieuwsblad, Gazet van Antwerpen and Het Belang van Limburg join forces and publish the largest lifestyle newspaper magazine. It offers a unique view on lifestyle: from fashion, beauty, home and cooking to sex & relationships, psychology and work-life balance.

- The largest reach of all lifestyle newspaper magazines.
- Thought-out lifestyle content. The content is based on SEO analyses to maximize the relevance of the topics.
- A smart way to activate the reader. The content becomes a service for the reader, helping him on a that moment in time that suits him best.
- A fun interaction with the reader. The content is interactive thanks to polls, tests and quizzes. That way, the reader is directly involved in the content.
- A trendy design.
- Full cross media reach as from €13.000.

- Audience:
- + 734.230 readers/week\*
  - + female, 18-54 y.o.
  - + MRP
  - + family with kids

## PRINT

1/1 PAGE		PANO	
210 x 297 (wxh) + 5 MM BLEED ON 4 SIDES		420 x 297 (wxh) + 5 MM BLEED ON 4 SIDES	
-	€ 9.000	-	€ 18.000
cover 2	€ 11.700	opening 2*3	€ 21.600
cover 3	€ 10.350	pano 4*5	€ 19.800
cover 4	€ 13.500	pano 6*7	€ 18.900
prima posta	€ 11.250	pano 8*9	€ 18.900
right side	€ 9.900	closing	€ 18.900
first part	€ 10.080	centerfold	€ 19.800
first part right side	€ 10.350		

## DISPLAY DIGITAL



MEDIUM RECTANGLE	
Medium Rectangle	300x250 or 320x250

- Newssites: nieuwsblad.be + hbvl.be + gva.be
- Format: medium rectangle
- Target: behavioral lifestyle
- CPM: € 8
- Number of impressions => 500.000
- Rate: € 4.000

### DEADLINES reservation order & ad material

Reservation order	date of publication -11 working days at 11h30 (Friday)
Material for ad to be designed	date of publication -11 working days at 11h30 (Friday)
Ad material ready to be published	date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

launch  
promo\*  
2+1 for free  
4+4 for free

\* Cumulated reach of HNB magazine + Sjiem + Citta.

\*\* All advertisements need to be published before June 30. Cannot be combined with other promotions.