

“Connect your car-mobility brand and be top-of-mind of our car buyers community”

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**MAG**  
ADVERTISING

# How is the context ? → A NEW REALITY FOR 2021



## NO SHOW in 2021!

- BMS = vitrine commerciale pour chaque marque
- BMS = visibilité unique sur l'année

## DEALERS = a key success factor

- OBLIGATION de driver du trafic vers le réseau physique ou visites vers votre website



## TV/RADIO/OOH : OVERKILL

- Nombre écrans pubs limité et over-abondance concurrents
- Nécessité d'un media-mix encore + fort pour récupérer pertes Covid

## A TRUSTED media partner!

- Politique commerciale report campagnes/annulations
- Nécessité flexibilité des partenaires médias sur délais réservation/matériel ultra courts

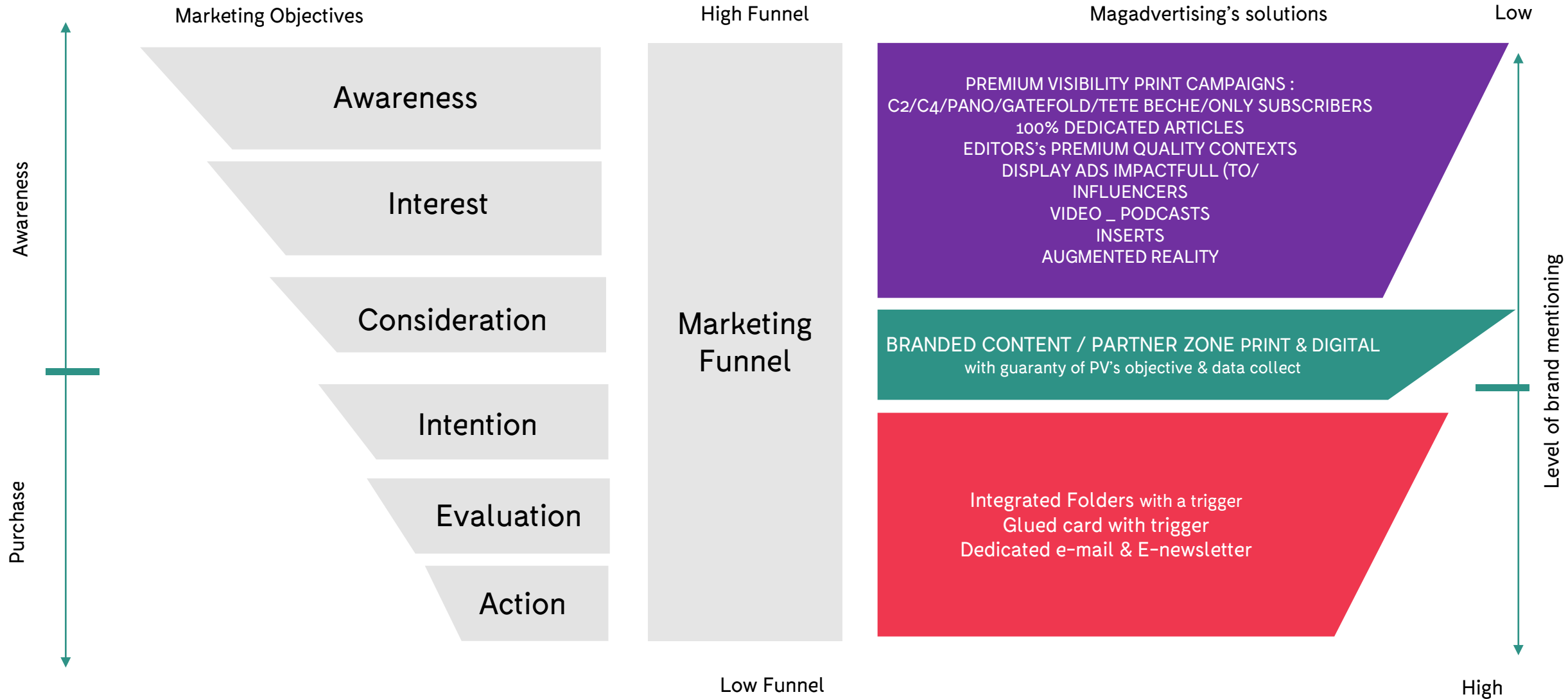


## Advertisers need ROI & cars sector need to be reassured

- Garantie de perfos des campagnes (post-tests ou formats mesurables)

# Why MAGAZINES?

## ➔ Marketing Funnel



# A POWERFULL, NATIONAL & FLEXIBLE MEDIA PARTNER



15 powerfull brands

More than 2 million readers

Coverage level on south speaking:  
47%

Leader sales-house  
on french-speaking magazine-  
brands



Extremely flexible booking's deadlines & material's delivery



National & massive coverage with our north media partner



Extreme powered reach



Strong ROI on creative actions (Integrated folders, gatefold,...)



## 2021 OFFERS

Book **before end November** and benefit from our **advantageous rates** and **flexible commercial policy** \* !

# Offre «Home page TakeOver »

- 🎯 Best selling product
- 🎯 High visibility
- 🎯 First-in first served (limited offer)



EARLY  
BOOKING  
SPECIAL  
OFFER:  
**- 10%\***

Pack price  
32.000€  
**20.000€**  
Impressions  
800.000

\*Offre early booking till 30/11






# Offre PRINT « PREMIUM PLACES »

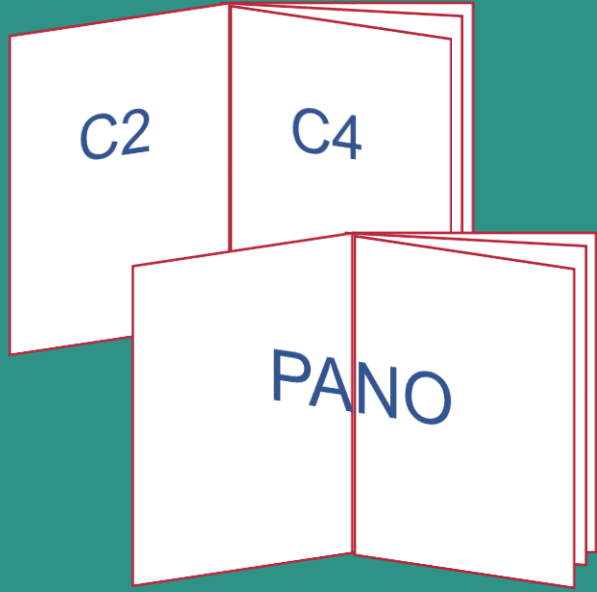
Reserve your exclusive ad-placement on







**Cover 2 or Cover 4 or PANO\***

for a maximum exposure !

-  High visibility
-  Huge reach
-  Limited & exclusive

 EARLY BOOKING SPECIAL OFFER\*



						
Reach Brand Cim 2020	964 430	980 700	445 800	305 600	408 600	160 600
	WEEK 2 2021	THURSDAY	THURSDAY	WEDNESDAY	WEDNESDAY	SATURDAY
COVER 2	<i>Not available</i>	19.238€ 10.600 €	6.413 € 3.500 €	6.800 € 3.700 €	6.750 € 3.700 €	5.775 € 3.175 €
COVER 4	16.350€ 9.800€	21.375 € 12.825 €	6.650 € 3.990€	7.335 € 4.400 €	6.995 € 4.200 €	6.665 € 3.350 €
PANO 2/1p	21.800€ 14.170 €	28.500€ 18.525€	9.500 € 6.175 €	10.460 € 6.800€	9.900 € 6.435 €	8.885 € 5.775 €
1/1 p	10.900€ 5.000€	14.250 € 7.000€	4.750 € 2.300 €	5.230 € 2.615 €	4.995 € 2.500 €	4.445 € 2.225 €

\* Rates V.A.T. not incl & net invoice-price - reservations subject to availability

# Offre inserts/catalogue

Reserve your ad-placement in the heart of our content for your **catalogue, flyer or inserts** \*.



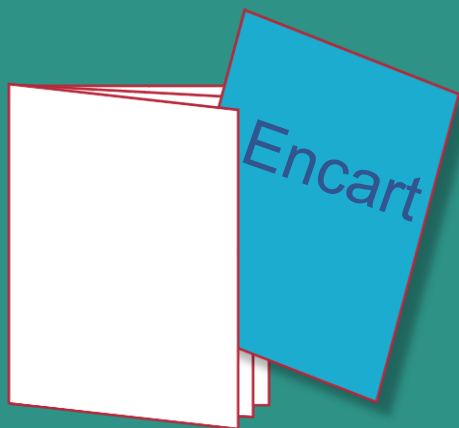
High reach



Lot's of creative possibilities



100% awareness



THURSDAY	WEDNESDAY	THURSDAY	WEDNESDAY	SATURDAY	WEEK 2/2021
200 000 ex	50 893 ex	127 000 ex	65 000 ex	86 609 ex	365.000 ex NL/Fr
- 25%**					

\* Contact us for a special tailor-made proposal - \*\* subject to availability & offer -25% only on media cost



EARLY BOOKING SPECIAL OFFER\*: **-10%\***

# Offre NATIVE

Informe your future buyers & generate traffic to your website using a **partner zone native in the heart of our brands** at a **special rate !**



100% tailor-made content



Digital native = Pageviews guaranteed\*\*



All-in package (briefing/content writing & lay out/picture/amplification)


## PARTNER ZONE

ARTICLES	DURATION	Set up & Maintenance	Media value	Minimum Guaranteed Pageviews	Net net Rate***	Net Cost per read
1 article	During 1 month	2.410 €	4.340 €	3.900	€ 6.750	1,11 €
3 articles	During 1,5 month	3.230 €	10.270 €	9.900	€ 13.500	1,04 €
5 articles	During 2,5 months	4.050 €	14.950 €	14.950	€ 19.000	1,00 €



\*Offre early booking valid till 30/11 - \*\* Excepted on [www.touring.be](http://www.touring.be) - \*\*\* rates are net invoice-prices & VAT excl.

# Offre « Integrated Folders »

- Perfectly Integrated in the Magazine's contexts
- Printed & handled by Mag Advertising → easy to buy / use / deliver
- Huge reach & national coverage with 



ON TOP  
SPECIAL  
OFFER:  
1/1p  
FOR FREE\*\*

Media support:	Print run (ex)	Net Net rate 8 pages*	Net net rate 16 pages*	net net rate 24 pages*
CTR	200.000	21.620 €	26.450 €	31.050 €
Télépro	135.000	10.935 €	12.690 €	15.525 €
Téléstar	83.000	8.100 €	9.400 €	11.500 €
Moustique	63.342	6.580 €	8.050 €	9.450 €
Soir Mag	65.000	6.392 €	7.820 €	Not available
Deuzio	86.609	8.141 €	Not available	Not available
Top Santé	70.000	17.500 €	Not available	Not available
Touring Fr/Nl	365.000	32.640 €	Not available	Not available
<b>Total SOUTH REACH</b>	<b>1.067.951 ex</b>	<b>111.908 €</b>	<b>64.410 €</b>	<b>67.525 €</b>



\*Our prices are excluded VAT and with no other discount/partner fee AND are technical costs included - Offer available until 31.12.2020 and based on first in first served

\*\* free full page available till 28/02/2021 for all the Fr and/or Nl titles selection

# Offre « Integrated Folders »



National reach



Best c/000

ON TOP  
SPECIAL  
OFFER:  
**1/1p**  
**FOR FREE\*\***




Media support:	Print run (ex)	Net Net rate 8 pages*	Net net rate 16 pages*	net net rate 24 pages*
Dag Allemaal	285.000	29.750 €	52.063 €	78.094 €
Primo	140.000	7.591 €	13.284 €	19.508 €
Story	90.000	11.977 €	20.970 €	31.447 €
Tv Family	90.000	8.486 €	14.850 €	22.274 €
Humo	125.000	22.806 €	39.908 €	59.855 €
<b>Total North REACH (Dutch magazines only)</b>	<b>730.000 ex</b>	<b>80.550€</b>	<b>141.075€</b>	<b>211.178€</b>



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\*\* free full page available till 28/02/2021 for all the Fr and/or NI title's selection

# WE HAVE MORE TAILOR-MADE SOLUTIONS FOR YOU !



« OUT OF THE BOX » ACTIONS
DEDICATED NEWSLETTERS
BRANDED CONTENT INTEGRATIONS
WIN-WIN PARTNERSHIPS
INFLUENCERS NATIONAL CAMPAIGN
VIDEO / BLOG SECTIONS
<p>Contact-us for more solutions:</p> <p><a href="mailto:Vanessa.corthouts@magadvertising.be">Vanessa.corthouts@magadvertising.be</a></p> <p>+32 2 225 58 18</p>



**MAG**  
ADVERTISING

CINE TELE REVUE | Deuzio | Good! Restaur en bonne sorte | Maxx | moustique  
 soir mag | TÉLÉ POCKET | Télépro | Télé Star | TOP Santé  
 TOURING magazine | TV News | Vital | Vitalfood | WAW WALLONIE WALLUNIA



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