

# IDENTITY CARD

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2020

**MAG**  
ADVERTISING



Reach LDP Brand (Cim 2019)	909 500	238 500	424 800	113 400	1 185 930	156 800
Frequency	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly
Print run (ex)	210.000	83.000	135.000	30.091	150 827	86.609
Rate : 1/1 p.	14 250 €	4 650 €	4 750 €	1 545 €	5 600 € - PACK	4 445€
Positioning & USP	"all road"; the most powerful	The most young & feminine	Information & advice	The cheapest pocket magazine with the programming of 50 channels	For free every week with all titles of Sudpresse (Saturday) and with Le Soir (Friday)	Weekly supplement about daily life thematic insert with L'Avenir Newspaper
Themes / topics	People – Health Pets – Tv programs At table : recipes Outings, movies, books, Instagram Horoscope, games	French Tv programs – Health - Beauty Cooking : recipes Horoscope - daily life - Games	Tv programs- Health - Pets Mobility - Recipes Multimedia, books Your rights Deco Fashion Games	Favourite shows, the selection of TV rendezvous not to be missed - celebrities news.	Tv programs and information on films/health/car/new technology/people	Lifestyle - Education -Fashion Decoration - Health – Travel - Family
Language	FR	FR	FR	FR	FR	FR



Reach Brand (Cim 2019)	250 300	292 100	1 107 400 628 600 fr - 567 500 nli	200.000
Frequency	Weekly	Weekly	Two-monthly	Quarterly
Print run (ex)	65.000	63.342	355.000 190.000 FR + 165.000 NL	17.500 7500 FR + 10 000 NL
Rate : 1/1 p.	4 995€	5 230€	10 900 €	4 100€
Positioning & USP	Investigative weekly news magazine,	The Belgian reference in societal & news magazine	Leader of the automotive and travel-leisure magazines	Lifestyle magazine with Augmented Reality. Economy, culture and successes in Wallonia High aesthetic quality
Themes / topics	Content about Belgium & celebrities/ scoops/buzz. You'll also find lifestyle, a TV calendar, games, shopping pages and celebrity & royals news	A mix of societal news, a selection of the Belgian & international weekly news, investigative thematic,.	Travels Mobility Cars Motorcycles	Tourism, gastronomy, personalities, architectural heritage, economic, ...
Language	FR	FR	FR & NL	NL & FR



Reach Brand (Cim 2019)	503 600	-	-	-
Frequency	Monthly	Two-monthly	Two-monthly	Quarterly
Print run (ex)	70.000	15.000	20.000	8.500
Rate : 1/1 p.	8 750 €	5 250 € C4 4 725 € C2	4 125 € C4 3 713 € C2 3 575 € C3	3 750 € C4 3 375 € C2 3 250 € C3
Positioning & USP	The leader of women's Belgian french speaking magazines	The positive health magazine. An energizing promise, focused on prevention.	The beauty, fitness & wellness magazine for active women !	The new culinary and wellness magazine for active urban women
Themes / topics	Beauty Alternative medicine Medical book Nutrition Wellness	Dr. Good! proposes concrete objectives, accessible solutions, with a simple, positive, stimulating and taboo-free approach.	Women 25-40 years, active, urban	Women 25-40 years, active, urban
Language	FR	FR	FR	FR