

CO-MAILINGS - INSERTS

IDENTITY CARD

www.magadvertising.be

2019-2020

MAG
ADVERTISING



Reach LDP Brand (Cim 2019)	909 500	238 500	424 800	113 400	135 300	156 800
Frequency	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly
Print run all (ex)	210.000	83.000	135.000	30.091	162.692	86.609
Subscribers (ex)	9.000 ex	9.000 ex	90.000 ex	10 000 ex	172 591	/
POSSIBLE TO INSERT ONLY ON SUBSCRIBERS?	NO, (only 30.000 ex)	YES	YES	YES	NO	NO
ISSUE DAY	THURSDAY	THURSDAY	WEDNESDAY	THURSDAY	FRIDAY IN LE SOIR NEWSPAPER SATURDAY IN SUD PRESSE	SATURDAY
DEADLINE INSERTS DELIVERY	2 WEEKS BEFORE PUBLICATION	2 WEEKS BEFORE PUBLICATION	2 WEEKS BEFORE PUBLICATION	2 WEEKS BEFORE PUBLICATION	2 WEEKS BEFORE PUBLICATION	2 WEEKS BEFORE PUBLICATION
DEADLINE RESERVATION	3 WEEKS BEFORE PUBLICATION	3 WEEKS BEFORE PUBLICATION	3 WEEKS BEFORE PUBLICATION	3 WEEKS BEFORE PUBLICATION	3 WEEKS BEFORE PUBLICATION	3 WEEKS BEFORE PUBLICATION
DEADLINE DUMMIES	5 WEEKS BEFORE PUBLICATION	5 WEEKS BEFORE PUBLICATION	5 WEEKS BEFORE PUBLICATION	5 WEEKS BEFORE PUBLICATION	5 WEEKS BEFORE PUBLICATION	5 WEEKS BEFORE PUBLICATION
LANGUAGE	FR	FR	FR	FR	FR	FR



Reach Brand (Cim 2019)	250 300	292 100	1 107 400 628 600 fr - 567 500 nl	503 600
Frequency	Weekly	Weekly	Two-monthly	Monthly
Print run (ex)	65.000 ex	63.342 ex	365.000 ex	70.000
Subscribers (ex)	16.000 ex	20.000 ex	376 000 ex	-
POSSIBLE TO INSERT ONLY ON SUBSCRIBERS?	YES	YES	NO	NO (min 25.000 ex)
ISSUE DAY	WEDNESDAY	WEDNESDAY	Contact us	Contact us
DEADLINE INSERTS DELIVERY	2 WEEKS BEFORE PUBLICATION	2 WEEKS BEFORE PUBLICATION	3 WEEKS BEFORE PUBLICATION	3 WEEKS BEFORE PUBLICATION
DEADLINE RESERVATION	3 WEEKS BEFORE PUBLICATION	3 WEEKS BEFORE PUBLICATION	4 WEEKS BEFORE PUBLICATION	4 WEEKS BEFORE PUBLICATION
DEADLINE DUMMIES	5 WEEKS BEFORE PUBLICATION	5 WEEKS BEFORE PUBLICATION	5 WEEKS BEFORE PUBLICATION	6 WEEKS BEFORE PUBLICATION
LANGUAGE	FR	FR	FR & NL	FR