

*Be in the News*★

A SIX-PACK OF BELGIAN  
TOP NEWS MAGAZINES  
AND  
TOP NEWS SITES.

HOW YOUR CAMPAIGN BECOMES A **BIN-STAR**

TAKE A LOOK AT **THE BACKSIDE** AND DISCOVER HOW YOUR CAMPAIGN BECOMES A **BIN-STAR**★ OR SURF TO [WWW.ROULARTAMEDIA.BE](http://WWW.ROULARTAMEDIA.BE)

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The multimedia company

Be in the News = weeklies Trends-Trends/Tendances, Knack, Le Vif/L'Express, Sport/Voetbalmagazine-Sport/Foot Magazine

## Temporary offer = 2 +1

- 3 inserts in T/TT, K/LV, S/F for the price of 2 : € 52.000
- Format : 1/1 page
- Promotion valid for inserts between 1/09/2009 and 31/12/2009



# BIN compared to quality newspapers

	COST/ INSERTION	3 INSERTIONS IN NEWSPAPERS*	3 INSERTIONS IN BIN
La Libre Belgique / Gazette de Liège	€ 8.160	3	0
Le Soir	€ 17.775	3	0
De Morgen	€ 10.100	3	0
De Standaard	€ 15.495	3	0
De Tijd & L'Echo	€ 13.340	3	0
Be in the News (T/TT, K/LV, V/F)		0	3
<b>Rates 2009 (normal rate newspapers &amp; promotionnal rate BIN)</b>		<b>€ 194.610</b>	<b>€ 52.000</b>

(\*) Format newspapers = Art 750, except De Tijd & L'Echo = Art 250

BIN = Trends-Trends/Tendances, Knack, Le Vif/L'Express, Sport/Voetbalmagazine-Sport/Foot Magazine)



# Results on all 12+

	NEWSPAPERS	BIN 3
GRP	50,7	56,6
Net reach %	23,8	26,1
Average ots	2,1	2,2
Contacts '000	4.643,2	5.186,1
Net reach '000	2.183	2.388
Cost/000 contacts	41,91	10,03

Source: CIM 2007-2008

Universe: 9 162.000 = total population

Rates: 2009 - 3 insertions - normal rate newspaper - promotional rate BIN

Format newspapers = Art 750, except De Tijd & L'Echo = Art 250



# Results on target Soc. gr.1-4

	NEWSPAPERS	BIN 3
GRP	73,1	79,9
Net reach %	32,2	35,1
Average ots	2,3	2,3
Contacts '000	3.566,7	3.895,4
Net reach '000	1.569,1	1.714,1
Cost/000 contacts	54,56	13,35

Source: CIM 2007-2008

Universe: 4.877.000 (53,2% of total population)

Rates: 2009 - 3 insertions - normal rate newspaper - promotional rate BIN

Format newspapers = Art 750, except De Tijd & L'Echo = Art 250



# Results on target Men SG 1-4

	NEWSPAPERS	BIN 3
GRP	85,7	93,6
Net reach %	35,9	40
Average ots	2,4	2,3
Contacts '000	2.103,6	2.295,9
Net reach '000	881,4	981
Cost/000 contacts	92,51	22,65

Source: CIM 2007-2008

Universe: 2 454 000 = 26.8% of total population

Rates: 2009 – 3 insertions – normal rate newspaper – promotional rate BIN

Format newspapers = Art 750, except De Tijd & L'Echo = Art 250





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