

Steps Communie



steps
ON / OFF • DESIGN • BEAUTÉ

STEPS COMMUNIE

Every parent wants his or her child's communion or spring festival to be an unforgettable day. Steps Communie offers inspiring stories, unique photo reports, ideas for the perfect outfit for communicants and family as well as excellent catering or inspiration for the perfect location with great entertainment ...

❖ ISSUE DATE

Saturday 5 december 2020

❖ EDITORIAL CONCEPT

- ❖ Steps Communie is a Steps special (Tête-Bêche)
- ❖ Enjoy a unique visibility as a Communion expert
- ❖ By combining editorial content with relevant advertisements in premium print and digital media, you get in touch with the +/- 40,000 families who are planning an unforgettable party next spring

❖ NICE TO KNOW

- ❖ In the handy '**Communie Planner**' on the website, Steps readers can, once registered, find simple tips and useful checklists for organizing their perfect Communion or secular celebration. We offer the possibility to organize an exclusive readers' contest



STEPS COMMUNIE



❖ YOUR CAMPAIGN IN THIS SPECIAL

- ❖ Strengthen your image with an elegant ad
- ❖ Tell the story of your business in a captivating advertorial
- ❖ Put the emphasis on an extraordinary promo or on the launch of a new product

❖ DISTRIBUTION

- ❖ Circulation : **280,000** copies
 - ❖ 170,000 copies via ± 4,750 selected displays in supermarkets and Standaard Boekhandel
 - ❖ 80,000 copies sent to Libelle subscribers



❖ INCREASED CIRCULATION:

- ❖ + **10,000** copies in displays within the sector
- ❖ + **14,000** copies available on request via the website 'communie.be'
- ❖ + **6,000** blistered copies sent to subscribers of Roularta magazines with children in right age category

STEPS COMMUNIE



❖ YOUR BUSINESS OR BRAND ON COMMUNIE.BE

	PLUS	PREMIUM
Information sheet of your business or brand on a dedicated web page	<ul style="list-style-type: none"> ❖ Listing of your contact details ❖ Profile picture ❖ Link to the web page of your business or brand on communie.be 	<ul style="list-style-type: none"> ❖ Listing of your contact details ❖ Profile picture ❖ Link to the web page of your business or brand on communie.be ❖ Information sheet in slider on the home page and on the content pages on communie.be
Your own web page on communie.be	<ul style="list-style-type: none"> ❖ Detailed information with your profile picture, your logo, your opening hours ❖ Possibility to upload several pictures and/or videos ❖ Info remains editable 	<ul style="list-style-type: none"> ❖ Detailed information with your profile picture, your logo, your opening hours ❖ Possibility to upload several pictures and/or videos ❖ The content of your web page will remain available until publication of Steps Communie 2021
Rate (excl. VAT)	€ 120	€ 495



FREE EARLY Bird Premium Package
for reservations before 31/05/2020

STEPS COMMUNIE



❖ RATES

❖ PRINT AD

❖ 2/1 page	€ 1,816
❖ 1/1 page	€ 969
❖ 1/2 page	€ 576
❖ 1/4 page	€ 362

(Rates per insertion and per edition – taxes and 3,85% environmental contribution not included)

❖ ADVERTORIAL

- ❖ Rate + €150 supplement for the editing of the content

❖ EXTRA

- ❖ +15% for a preferential placement (according to availability and reservation date)
- ❖ +25% for cover B&D, +10% for cover C
- ❖ Readers' contest as a part of this special issue: conditions, availability and rates on request

STEPS LOVING YOU & STEPS COMMUNIE

❖ Combine **Steps Communie** with **Steps Loving You &** present yourself as an expert on family celebrations

❖ **EARLY Bird omni-channel package Premium Partner**

❖ Book **before 31/05/2020**

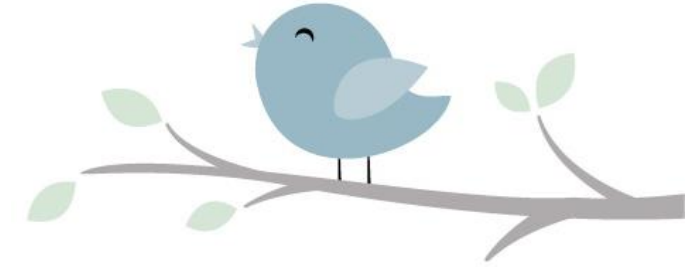
❖ Enjoy a **prominent** and **limited** position **FOR FREE** on lovingyou.be and communie.be

ADVANTAGES :

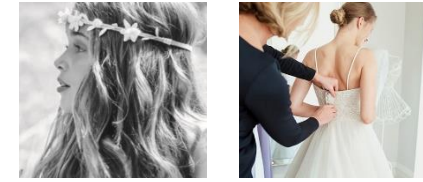
❖ Prominent position on lovingyou.be and communie.be within your sector

❖ Take advantage of the online marketing campaign during the whole customer journey

❖ Be part of a select group of dealers offering consumers the opportunity to participate in the contest "Win a citytrip for the whole family".



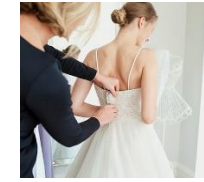
STEPS COMMUNIE & STEPS LOVINGYOU



❖ YOUR BUSINESS OR BRAND ON COMMUNIE.BE AND LOVINGYOU.BE

	PLUS	PREMIUM
Information sheet of your business or brand on a dedicated web page	<ul style="list-style-type: none"> ❖ Listing of your contact details ❖ Profile picture ❖ Link to the web page of your business or brand on communie.be and lovingyou.be 	<ul style="list-style-type: none"> ❖ Listing of your contact details ❖ Profile picture ❖ Link to the web page of your business or brand on communie.be and lovingyou.be ❖ Information sheet in slider on the home page and on the content pages on lovingyou.be and communie.be
Your own web page on communie.be and lovingyou.be	<ul style="list-style-type: none"> ❖ Detailed information with your profile picture, your opening hours ❖ Possibility to upload several pictures and/or videos 	<ul style="list-style-type: none"> ❖ Detailed information with your profile picture, your logo, your opening hours ❖ Possibility to upload several pictures and/or videos ❖ The content of your web page will remain available until publication of Steps Loving You 2021 and Steps Communie 2021
Rate (excl. VAT)	€ 175	€ 575

STEPS COMMUNIE & STEPS LOVINGYOU



❖ RATES

❖ PRINT AD

- ❖ 2/1 page € 3,254
- ❖ 1/1 page € 1,734
- ❖ 1/2 page € 1,030
- ❖ 1/4 page € 653

(Rates per insertion and per edition – taxes and 3,85% environmental contribution not included)

❖ ADVERTORIAL

- ❖ Rate + €150 supplement for the editing of the content

❖ DISCOUNTS

- ❖ 2 issues: -10%
- ❖ 3 issues: -15%
- ❖ 4 issues: -20%

Spécial rate
10% discount extra
*

❖ EXTRA

- ❖ +15% for a preferential placement
(according to availability and reservation date)
- ❖ +25% for cover B&D , +10% for cover C

❖ EXCLUSIVE PARTNERSHIP

Possibility to launch a national readers' contest as a part of this special issue

The offer of the contest must be related to the theme of this edition.

Conditions and availability: on request

* Discount already included in the prices mentioned

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