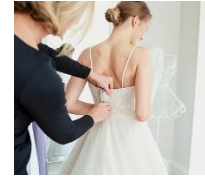


Steps Loving You



steps
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STEPS LOVING YOU



.....

A wedding day is a day to remember. From a spectacular wedding dress to the organization of a unique party. Steps Loving You offers future bridal couples inspiring stories, unique photo reports, ideas for the perfect outfit for bride, groom, bridesmaids and family and tips for an excellent catering and a successful honeymoon to close the night ...

❖ ISSUE DATE

Saturday 5 September 2020

❖ EDITORIAL CONCEPT

- ❖ Steps Loving You is a separate magazine, integrated in Steps (Tête-Bêche)
- ❖ Enjoy a unique visibility as wedding specialist
- ❖ By combining editorial content with relevant advertisements in premium print and digital media, you get in touch with the +/- 40,000 couples who will all create their own wedding story in the coming year.

❖ NICE TO KNOW

- ❖ In the handy '**Wedding Planner**' on the (new) website www.lovingyou.be, wedding enthusiasts can, once registered, find simple tips and checklists for organizing their perfect wedding day.
- ❖ Possibility to organize an exclusive readers' contest

Combine Steps Loving You with Steps Communie & enjoy a particularly attractive rate !

STEPS LOVING YOU



❖ 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

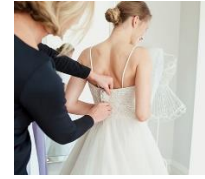
- ❖ **260,000** copies
 - ❖ 170,000 copies via ± 4,750 selected displays in supermarkets and Standaard Boekhandel
 - ❖ 80,000 copies sent to Libelle subscribers



+ INCREASED CIRCULATION: 10,000 copies via wedding fairs and on request via website.

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STEPS LOVING YOU

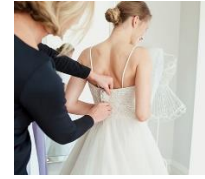


❖ YOUR BUSINESS OR BRAND ON LOVINGYOU.BE

	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 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 lovingyou.be ❖ Information sheet in slider on the home page and on the content pages on lovingyou.be
Your own web page on lovingyou.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 	<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
Rate (excl. VAT)	€ 120	€ 495



STEPS LOVING YOU



❖ 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

❖ DISCOUNTS

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

❖ 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.

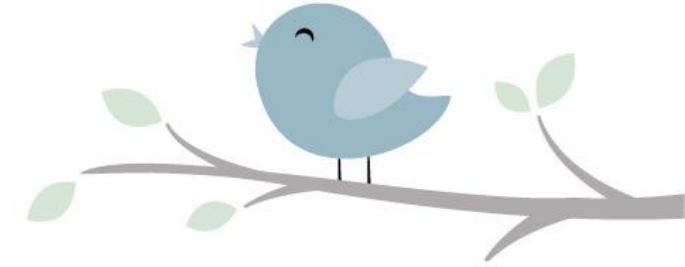
Conditions and availability: on request

STEPS LOVING YOU & STEPS COMMUNIE

- ❖ Combine **Steps Loving You** with **Steps Communie** & present yourself as an expert in 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 LOVING YOU & STEPS COMMUNIE



❖ YOUR BUSINESS OR BRAND ON LOVINGYOU.BE AND 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 lovingyou.be and 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 lovingyou.be and communie.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 lovingyou.be and 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 	<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 LOVING YOU & STEPS COMMUNIE



❖ 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%

Special 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