

Dit Was - Rétro

rates 2009



Every last Saturday of the year, De Tijd and L'Echo publish a detailed annual review in a beautiful and firm magazine 'Dit was 2009 / Rétro 2009'. With sharp interviews, images and reports the reader receives a detailed summary on last year's events such as national and international politics, economy, society and culture. The editors detect the trends and developments which will play an important part in the coming year. This enables the reader to start the new year with real 'prior knowledge'! Traditionally the collector's item 'Dit was / Rétro', being backed by a strong communication campaign, reaches the highest sales figures of the whole year. Dit was / Rétro is a glossy, luxurious edition which will be given a significant place in our readers' bookshelves.

Key Figures

- Format: magazine
- Distribution: supplement of De Tijd and L'Echo
- Language: Dutch (Dit Was 2009) + French (Rétro 2009)
- Circulation: 140.000 copies
- Publication: December 26, 2009
- Format: 297 mm h x 210 mm w
- Commercial Advertising : 1/1 pages full colour: € 10.800

Editorial Pillars

- Politics
- Economy
- Companies
- Finance
- Media
- IT & Telecom
- Energy & Environment
- Art & Culture

Rates 2009

(in EUROS, VAT excl.)

	NATIONAL	DE TIJD DIT WAS 2009	L'ECHO RÉTRO 2009
2/1 page	21.600	14.200	9.000
1/1 page	10.800	7.100	4.500
1/2 page	7.800	5.100	3.300
2* 1/2 page	15.600	10.200	6.600
cover 4	15.000	9.900	6.200
cover 3	12.900	8.600	5.400
cover 2	14.000	9.300	5.800
cover 2 + RP	26.000	17.200	10.800
FRHP (prima posta)	13.500	9.000	5.500
Specific positioning	12.400	8.200	5.100

Format (H x W)

	BLEED *	TYPE AREA
2/1 page	297x420	
1/1 page	297x210	265x175
1/2 vertical	297x102	265x85
1/2 horizontal	142x210	129x175

Declining: + 5 mm cut

Deadlines

reservation	November 25
material	December 9

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