

De Tijd - L'Echo

Netto - Mon Argent

rates 2010



Netto and Mon Argent are the weekly money magazines of respectively De Tijd and L'Echo. Netto and Mon Argent are published on Saturday and inform their readers about all aspects of personal finance in a clear and accessible way.

Netto and Mon Argent are developed around three editorial base pillars: Money & Family, Saving & Investing and Budget & Leisure. At regular intervals, Netto and Mon Argent publish important editorial dossiers about big themes, such as real estate, taxes, saving, pensions, succession, property planning... (See calendar).

Since 2008, our readers can also find Netto and Mon Argent on the Internet. De sites netto.be and monargent.be, and the online newsletter 'Geldworp'/'Brève d'argent' offer broad information and updates about everything related to money and budget on a daily basis.

Key Figures

- Publication format: magazine
- Distribution: supplement of De Tijd and L'Echo
- Language: Dutch (Netto) + French (Mon Argent)
- Circulation: 115,000 copies

- Publication: every Saturday
- Format: 297 mm high x 210 mm wide

- Rate Netto 1/1 page: 7,500 euros
- Rate Mon Argent 1/1 page: 4,700 euros
- Rate national 1/1 page: 10,800 euros

- Other formats: see rate card
- Rate 'real estate advertisements': upon request
- CPM rate netto.be and monargent.be: see online rate cards

Editorial topics

- Money & Family
Living, insurance, taxes, property planning, succession
- Saving & Investing
Saving products, funds, shares
- Budget & Leisure
Car, holiday, multimedia, art

Themes and specials

- See calendar

Exclusive sponsorship opportunities for online specials

- Price available upon request



Formats (h x w)

	BLEED *	TYPE AREA
2/1 page	297 x 420	
1/1 page	297 x 210	265 x 175
1/2 horizontal	140 x 210	129 x 175
1/2 vertical	297 x 102	265 x 85
1/3 vertical	297 x 73	265 x 55
1/3 horizontal	110 x 210	78 x 179
1/4 vertical		265 x 40
1/4 horizontal		51 x 175
1/4 rectangle		135 x 85
1/6 horizontal		45 x 175
1/8 horizontal		30 x 175

* + 5 mm cut

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(in EUROS, excl. VAT)

	NATIONAL	NETTO	MON ARGENT
2/1 page	21.600	15.000	9.400
1/1 page	10.800	7.500	4.700
1/2 page	7.800	5.400	3.500
2*1/2 page	15.600	10.800	7.000
1/3 page	6.850	4.750	3.000
1/4 page	5.250	3.650	2.250
1/6 page	4.200	2.900	1.850
1/8 page	2.600	1.800	1.150
cover 4	15.000	10.500	6.500
cover 3	12.900	9.100	5.700
cover 2	14.000	9.800	6.100
cover 2 + RP	26.000	18.200	11.300
FRHP (prima posta)	13.500	9.500	5.800
Specific positioning	12.400	8.700	5.400

Inserts

(in EUROS, excl. VAT)

	NATIONAL	NETTO	MON ARGENT
stapled (4 to 8 pages)*	24.725	16.125	8.600
stapled (8 to 16 pages)*	28.750	18.750	10.000
circulation	115.000	75.000	40.000

* In order to receive the authorisation of our technical service, please send us the model of the new insert.

Remark: Third-party brand statements in the form of logos or advertisements are not allowed on the insert, unless after prior explicit consultation with Trustmedia and with a fee charged for third-party brand statements (for each brand). Explicit authorisation from Mediafin applies for inserts of financial or investor newsletters. Rates upon request.

Calendar 2010*

DATUM	SPECIAL	RESERVATION	MATERIAL
9 Jan	The Shares Guide	11 Dec	18 Dec
16 Jan	Special Car Expo Brussels Motor Show	6 Jan	8 Jan
23 Jan	Dossier Savings	13 Jan	15 Jan
30 Jan	<i>Netto / Mon Argent</i>	20 Jan	22 Jan
6 Feb	Succession Special	27 Jan	29 Jan
13 Feb	The Money Guide I	3 Feb	5 Feb
27 Feb	Special Batibouw (Brussels Building/Constructions Fair)	17 Feb	19 Feb
6 Mar	<i>Netto / Mon Argent</i>	24 Feb	26 Feb
13 Mar	Funds Special (De Tijd & L'Echo Fund Awards)	3 Mar	5 Mar
20 Mar	Real Estate Investment Special	10 Mar	12 Mar
27 Mar	Stock Exchange Barometer	17 Mar	19 Mar
3 Apr	Dossier Property Planning	24 Mar	26 Mar
17 Apr	<i>Netto / Mon Argent</i>	7 Apr	9 Apr
24 Apr	The Real Estate Guide I	14 Apr	16 Apr
8 May	Property planning : checklist	28 Apr	30 Apr
15 May	Funds Special	5 May	7 May
22 May	Starters : financing	12 May	14 May
29 May	The Tax Guide	19 May	21 May
5 June	Second residence	26 May	28 May
12 June	Pension Special	2 June	4 June
19 June	Dossier Property Planning	9 June	11-juin
4 Sept	Real Estate Guide II	25 Aug	27 Aug
11 Sept	The Shares Guide II	1 Sept	3 Sept
18 Sept	Funds Special	8 Sept	10 Sept
25 Sept	Stock Exchange Barometer	15 Sept	17 Sept
2 Oct	Dossier Savings	22 Sept	24 Sept
9 Oct	<i>Netto / Mon Argent</i>	29 Sept	1 Oct
16 Oct	The Belgians & their Money	6 Oct	8 Oct
23 Oct	The Money Guide II	13 Oct	15 Oct
30 Oct	Succession Special	20 Oct	22 Oct
13 Nov	Funds Special	3 Nov	5 Nov
20 Nov	Dossier Property Planning	10 Nov	12 Nov
27 Nov	The Self-employed Guide	17 Nov	19 Nov
4 Dec	Pension Special	24 Nov	26 Nov
11 Dec	<i>Netto / Mon Argent</i>	1 Dec	3 Dec

* Changes in planning and subjects are possible.

Contact

■ Filip Vandenberghe
filip.vandenberghe@trustmedia.be
Tel. +32 (0)2 422 05 13

Reservations

■ booking@trustmedia.be

Material supply

■ Via FTP: ftp://ftp.mediafin.be
Login: materiaal
Password: mat185e
■ Via e-mail: artwork@mediafin.be
■ Via CD-rom: De Persgroep,
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Chaussée de Bruxelles 347,
B-1730 Asse
Belgium

Deadlines

	WEEKLY EDITION	SPECIAL
reservation	2 weeks before publication	3 weeks before publication
material	10 days before publication	2 weeks before publication