

De Tijd - L'Echo Sabato - Fashion

rates 2010



Sabato*De Tijd and Sabato*L'Echo are the weekly luxury magazines of the Belgian business newspapers De Tijd and L'Echo.

Sabato*De Tijd and Sabato*L'Echo address a target audience of people with means, both intellectual and financial. The Sabato reader has exceptional spending power, which was not compromised by the current financial crisis. That high level of immunity against the crisis and the outspoken preference for brands and lasting quality make the reader audience of Sabato an unrivalled target group for luxury and premium brands.

With Sabato, De Tijd and L'Echo capitalise on the special reading moment of the weekend. Sabato enters the personal lifestyle of the family and addresses both partners. This translates into a more female profile than that of the two newspapers. Nearly half of the Sabato readers are women.

Sabato is an essential source of inspiration for its readers, and assures a very special élan. The carefully selected themes within the realm of luxury and leisure are given an elegant and refined layout in a luxury magazine with quality, glossy paper. The large format gives the editorial content and the advertisements a special and unrivalled cachet.

(From: Sabato Reader Survey, June 2009)

Key Figures

- Publication format: luxury magazine
- Guaranteed distribution: supplement to De Tijd and L'Echo
- Publication date: every Saturday
- Luxury format: 350 mm height x 250 mm width
- Language: Dutch (Sabato*De Tijd) + French (Sabato*L'Echo)
- Edition: 115.000 copies
- Rate Sabato*De Tijd 1/1 page: 7.500 euro
- Rate Sabato*L'Echo 1/1 page: 4.700 euro
- Rate national 1/1 page: 10.800 euro
- Other rates: see rate card
- Rate real estate advertisements Immo de luxe: upon request

Editorial Key Topics

- Fashion & Lifestyle
- Watches, Accessories, Jewellery & Gifts
- Travel, Citytrips & Unique destinations
- Interior, Design, Multimedia & Home Entertainment, Art & Architecture
- Beauty, Health & Wellness
- Gastronomy & Wine

Specials

- Refer to calendar



Formats (h x w)

	BLEED *	TYPE AREA
2/1 page	350 x 500	310 x 460
1/1 page	350 x 250	310 x 210
1/2 horizontal	170 x 250	150 x 210
1/2 vertical	350 x 120	310 x 100
2*1/2 page	170 x 500	150 x 460

* + 5 mm cut

Rates 2010

(in EUROS, VAT excl.)

	RATE	FASHION	SABATO (NL)	SABATO (FR)
2/1 page	21.600	17.000	12.200	7.200
1/1 page	10.800	8.500	6.100	3.600
1/2 page	7.800	6.200	4.000	2.700
2*1/2 page	15.600	12.600	8.000	5.400
cover 4	15.000	12.700	9.100	5.300
cover 3	12.900	10.600	7.700	4.500
cover 2	14.000	11.700	8.400	4.900
cover 2 + RP	26.000	21.400	15.400	9.100
FRHP (prima posta)	13.500	11.200	8.100	4.600
Specific positioning	12.400	10.100	7.300	4.200

Insert

(in EUROS, VAT excl.)

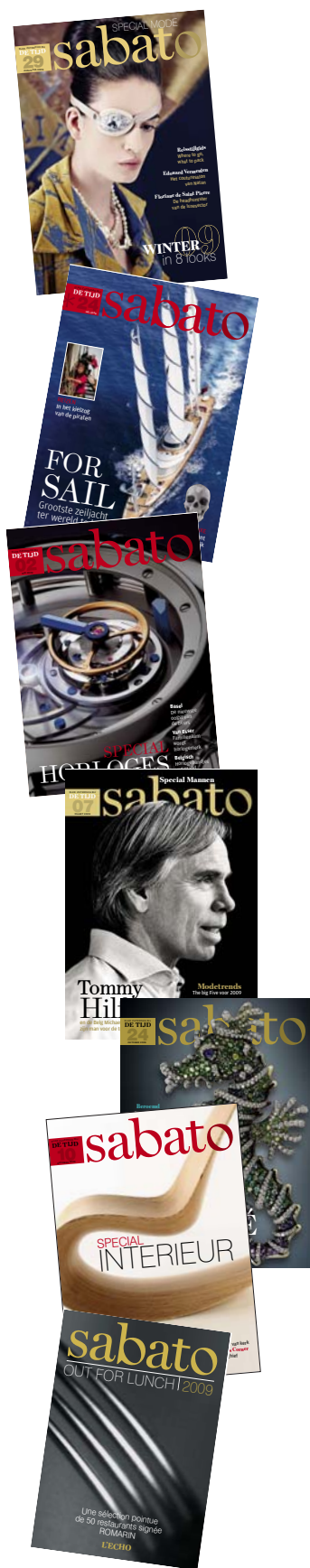
	NATIONAL	SABATO (NL)	SABATO (FR)
stapled (4 to 8 pages)*	24.725	16.125	8.600
stapled (8 to 16 pages)*	28.750	18.750	10.000
circulation	115.000	75.000	40.000

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

Creative formulas

Gatefold (3pp)	price upon request
Tabernacle (8pp)	price upon request

Sabato rates Fashion 2010



Calendar 2010*

DATE	SPECIAL	RESERVATION	MATERIAL
30 Jan	Travel	13 Jan	19 Jan
6 Feb	Sport & Outdoor	20 Jan	26 Jan
13 Feb	Interior & lighting	27 Jan	2 Feb
20 Feb	FASHION WOMEN	3 Feb	9 Feb
27 Feb	Belgium	10 Feb	16 Feb
6 March	FASHION MEN	17 Feb	23 Feb
13 March	Interior Outdoor	24 Feb	2 March
20 March	Travel: Short Breaks	3 March	9 March
27 March	LUXURY	10 March	16 March
3 April	Wellness & Beauty	17 March	23 March
10 April	Jewellery & Perfumes	24 March	30 March
17 April	INTERIOR & DESIGN	31 March	6 April
8 May	WATCHES	21 April	27 April
15 May	Interior	28 April	4 May
22 May	RESTAURANT GUIDE 2010	5 May	11 May
29 May	Golf & Father's Day	12 May	18 May
5 June	Men	19 May	25 May
12 June	Wine	26 May	1 June
19 June	Women	2 June	8 June
26 June	Water	9 June	15 June
4 Sept	FASHION WOMEN	18 Aug	24 Aug
11 Sept	Travel	25 Aug	31 Aug
18 Sept	FASHION MEN	1 Sept	7 Sept
25 Sept	LUXURY & DESIGN	8 Sept	14 Sept
2 Oct	City trips	15 Sept	21 Sept
9 Oct	INTERIOR KORTRIJK	22 Sept	28 Sept
16 Oct	WATCHES	29 Sept	5 Oct
23 Oct	Gastronomy	6 Oct	12 Oct
30 Oct	Interior & Architecture	13 Oct	19 Oct
13 Nov	SABATO 100	27 Oct	2 Nov
20 Nov	WINE GUIDE	3 Nov	9 Nov
27 Nov	PARTY & GIFTS	10 Nov	16 Nov
4 Dec	Liquor	17 Nov	23 Nov
11 Dec	Interior & home entertainment	24 Nov	30 Nov
18 Dec	CHRISTMAS SPECIAL	1 Dec	7 Dec

* Changes in planning and subjects are possible.

Deadlines

reservation deadline	17 days before publication (Wednesday)
material deadline	11 days before publication (Tuesday)

Conditions

Material

Delivery address: artwork@mediafin.be

For every delivery or adaptations of advertisement material, Trustmedia must be informed by means of a sender's note (fax number: 02/422.05.10 or booking@trustmedia.be).

Option policy

Options for Sabato are only accepted on a brand level, not on a group level.

Options are valid:

- 4 weeks if the option is taken out less than 3 months before the publication date.
- 6 weeks if the option is taken out between 3 and 6 months before the publication date.
- 8 weeks if the option is taken out more than 6 months before the publication date.

Contact Trustmedia for the expiry date of your option.

The option ends after the expiry date. The client can extend the option once according to the scheme above. After the expiry date of the second option period, the advertiser is given seven calendar days to confirm (via a signed order) or cancel the option. The option expiry date can never be later than the normal booking deadline.

If Trustmedia has another interested advertiser for the page that was taken an option on, the advertiser is given 48 hours to lift the option.

Creative formulas on the cover (gatefold) are given priority over standard advertisements on the cover, even if the latter was already confirmed with an order. In the fashion, interior and watches special, priority is given to advertisers from those respective industries for the covers and prima posta.

Cancellation

From 8 weeks before publication, 50% of the insertion price is invoiced upon cancellation.

From 4 weeks before publication, the full insertion price is invoiced. Booked advertisements on the covers or prima posta, or special formulas cannot be cancelled or changed.

In case of cancellation of one or more insertions of a campaign or year agreement, the allowed volume discount on the advertisements that were already published will be reviewed and invoiced.

Brand inclusion

Third-party brand inclusion by means of logos or advertisements is not allowed in inserts or advertisements in Sabato, unless explicitly agreed with Trustmedia and given a surplus for third-party brand inclusion.

Promotional reports

The layout of the advertorial must be clearly different from the layout of the magazine (font, colour codes, number of columns) and must include the statement 'advertorial'. See 'Creative Formulas' for the extended modalities for placing advertorials.

Trustmedia offers you various services with regards to advertorials: editing of text material, creation of photos and illustrations, translation of the texts, final editing, creation and layout of the advertisement: prices available upon request.

The general sales conditions van Trustmedia can be consulted via <http://www.trustmedia.be/en/company/salesconditions/>.

Contact

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

Reservations

- booking@trustmedia.be
Tel. + 32 (0)2 422 05 27

Material supply

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