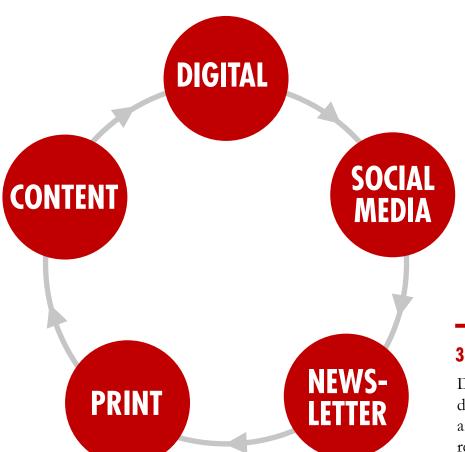


## YOUR MESSAGE, OUR MISSION!

The Bulletin is an English-language magazine and website published in Brussels, Belgium.

Founded in 1962, it is the oldest magazine in English in Belgium and remains one of the oldest English-language publications in Continental Europe.



#### DID YOU KNOW...

- 59% of expats stay more than 7 years in Belgium
- 45% owns a home which costs on average € 475.000
- That the average income is € 4.780 net

### 360° APPROACH TO ADVERTISING

Digital, online, social, print, events... we offer a dynamic portfolio with a strong cross-media focus and put all our resources at the disposal of both reader and advertiser

### THEBULLETIN.BE

www.thebulletin.be



### **PROFILE OF** THE BULLETIN.BE READER Audience (majority): gender and age minie minie **Devices** Sessions by country Livind States Linited Kingdom France -24.9% Germany 20% 40% 80% Aquisition 15.1% 56.2% Organic Search 23.7% Social Direct Referral Email Paid Search (Other) Display



### **SPONSORED CONTENT**

# **EXPLORING BRUSSELS' PEDESTRIAN ZONE**11 NEW PLACES YOU SHOULD VISIT

#### **WEBSITE ARTICLE**

9,468 Unique pageviews7,528 Mobile1,368 Desktop

**0:03:26** Time spent on page 0:03:11 Mobile 0:04:09 Desktop

#### **SOCIAL MEDIA**

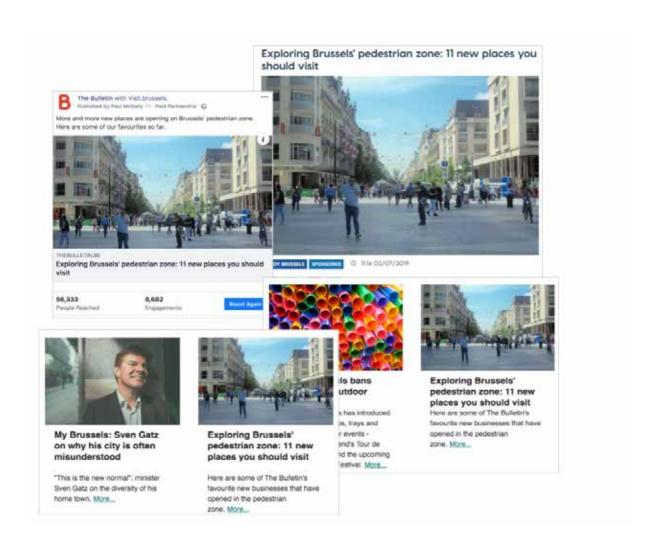
56,333 People Reached8,682 Engagements7,974 Link clicks7,96% CTR

#### **DAILY NEWSLETTER**

38.9% Open rate 20% Article CTR

#### **WEEKLY NEWSLETTER**

38% Open rate 18% Article CTR



## **FORMS & RATES**

CPM RATES		FORMAT	ROS
XL Leaderbord		995x123	€ 30 CPM
	mobile	320x100	
Sticky ad		160x600	€ 33 CPM
	mobile	320x250	
IMU		300x250	€ 33 CPM
	mobile	300x250	
Half page		300x600	€ 37 CPM
	mobile	320x250	
+ social media campaign (Facebook)			€ 200

## **NEWSLETTERS**

Daily	€ 750
Weekly	€ 1.500
Real Estate	€ 565
Dedicated	€ 2.250

## **JOB POSTING**

2 weeks	€ 275
4 weeks	€ 400

## **SPECIAL PACKAGES**

180° package: sponsored content	€1.800
185° package: sponsored content + banner	€ 2.200
360° package: native print + sponsored content	€ 2.700
365° Package: native print + sponsored content + banner	€ 3.200

### XL-LEADERBOARD/TV-LEADERBOARD



#### **MEDIUM RECTANGLE**



#### STICKY AD



#### HALFPAGE





## THE BULLETIN YEARLY PREMIUM MAGAZINE



#### **REACH AND CIRCULATION:**

10.000 copies

### **DISTRIBUTION:**

• Controlled distribution

(in the favourite expat locations)

- EU & Intergovernmental organisations
- Brussels Commissioner
- NATO
- Embassies
- International schools
- Hotels
- Business centers and coworking spaces
- Bars and restaurants in the central and EC areas
- Cultural venues
- Doctors' waiting rooms
- .
- Subscribers
- Sold at international newsstands

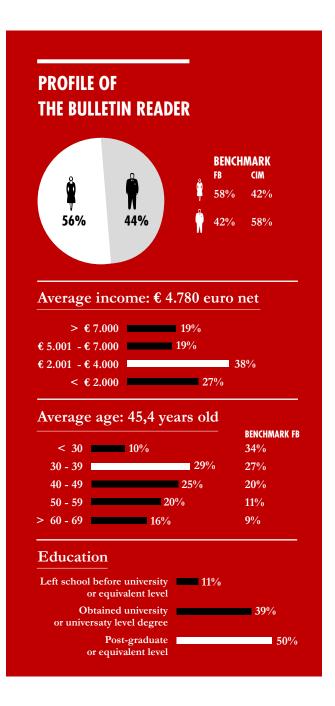


## **FORMS & RATES**

FORMAT	DIMENSIONS	RATES
2/1 page	275 mm H x 400 mm W + 5 mm bleed	€ 3.600
1/1 page	275 mm H x 200 mm W + 5 mm bleed	€ 1.950
Advertorial/interview 1/1 page	275 mm H x 200 mm W + 5 mm bleed	€ 2.500
½ page	132 mm H x 200 mm W	€ 1.150
¹/₄ page	132 mm H x 133 mm W	€ 885
Cover 2	275 mm H x 200 mm W + 5 mm bleed	€ 2.535
Cover 3	275 mm H x 200 mm W + 5 mm bleed	€ 2.535
Cover 4	275 mm H x 200 mm W + 5 mm bleed	€ 2.925

### THE BULLETIN PRINT

	DEADLINE MATERIAL	NEWSSTAND
The Bulletin 2020	22/07/2020	04/09/2020





### **EXPAT TIME**

ING brand magazine, the leading expatriate bank in the country. It's a quarterly magazine for its top 25.000 expat clients.

Targeting the affluent & influential, decision makers in public and private service.

Covering a range of topics: real estate, careers, business estate planning, investment and more.





## **MORE INFORMATION?**

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CONTACT US
FREE OF
OBLIGATIONS