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.

YOUR MESSAGE, OUR MISSION!

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.

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
Profile of The Bulletin.be Reader

Audience (majority): gender and age

Devices

Sessions by country

Acquisition
EXPLORING BRUSSELS’ PEDESTRIAN ZONE
11 NEW PLACES YOU SHOULD VISIT

WEBSITE ARTICLE
9,468 Unique pageviews
7,528 Mobile
1,368 Desktop

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

SOCIAL MEDIA
56,333 People Reached
8,682 Engagements
7,974 Link clicks
7.96% CTR

DAILY NEWSLETTER
38.9% Open rate
20% Article CTR

WEEKLY NEWSLETTER
38% Open rate
18% Article CTR
## FORMS & RATES

<table>
<thead>
<tr>
<th>CPM Rates</th>
<th>Format</th>
<th>ROS</th>
</tr>
</thead>
<tbody>
<tr>
<td>XL Leaderbord</td>
<td>995x123</td>
<td>€ 30 CPM</td>
</tr>
<tr>
<td></td>
<td>mobile 320x100</td>
<td></td>
</tr>
<tr>
<td>Sticky ad</td>
<td>160x600</td>
<td>€ 33 CPM</td>
</tr>
<tr>
<td></td>
<td>mobile 320x250</td>
<td></td>
</tr>
<tr>
<td>IMU</td>
<td>300x250</td>
<td>€ 33 CPM</td>
</tr>
<tr>
<td></td>
<td>mobile 300x250</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>300x600</td>
<td>€ 37 CPM</td>
</tr>
<tr>
<td></td>
<td>mobile 320x250</td>
<td></td>
</tr>
<tr>
<td>+ social media campaign (Facebook)</td>
<td></td>
<td>€ 200</td>
</tr>
</tbody>
</table>

## NEWSLETTERS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>€ 750</td>
</tr>
<tr>
<td>Weekly</td>
<td>€ 1.500</td>
</tr>
<tr>
<td>Real Estate</td>
<td>€ 565</td>
</tr>
<tr>
<td>Dedicated</td>
<td>€ 2.250</td>
</tr>
</tbody>
</table>

## SPECIAL PACKAGES

<table>
<thead>
<tr>
<th>Package</th>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>180° package</td>
<td>sponsored content</td>
<td>€ 1.800</td>
</tr>
<tr>
<td>185° package</td>
<td>sponsored content + banner</td>
<td>€ 2.200</td>
</tr>
<tr>
<td>360° package</td>
<td>native print + sponsored content</td>
<td>€ 2.700</td>
</tr>
<tr>
<td>365° Package</td>
<td>native print + sponsored content + banner</td>
<td>€ 3.200</td>
</tr>
</tbody>
</table>

## JOB POSTING

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks</td>
<td>€ 275</td>
</tr>
<tr>
<td>4 weeks</td>
<td>€ 400</td>
</tr>
</tbody>
</table>

## Images

- 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

YOUR INSIDER’S GUIDE TO LIFE IN BELGIUM
## FORMS & RATES

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DIMENSIONS</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>275 mm H x 400 mm W + 5 mm bleed</td>
<td>€ 3.600</td>
</tr>
<tr>
<td>1/1 page</td>
<td>275 mm H x 200 mm W + 5 mm bleed</td>
<td>€ 1.950</td>
</tr>
<tr>
<td>Advertorial/interview 1/1 page</td>
<td>275 mm H x 200 mm W + 5 mm bleed</td>
<td>€ 2.500</td>
</tr>
<tr>
<td>½ page</td>
<td>132 mm H x 200 mm W</td>
<td>€ 1.150</td>
</tr>
<tr>
<td>¼ page</td>
<td>132 mm H x 133 mm W</td>
<td>€ 885</td>
</tr>
<tr>
<td>Cover 2</td>
<td>275 mm H x 200 mm W + 5 mm bleed</td>
<td>€ 2.535</td>
</tr>
<tr>
<td>Cover 3</td>
<td>275 mm H x 200 mm W + 5 mm bleed</td>
<td>€ 2.535</td>
</tr>
<tr>
<td>Cover 4</td>
<td>275 mm H x 200 mm W + 5 mm bleed</td>
<td>€ 2.925</td>
</tr>
</tbody>
</table>

### THE BULLETIN PRINT

<table>
<thead>
<tr>
<th>DEADLINE MATERIAL</th>
<th>NEWSSTAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bulletin 2020</td>
<td>22/07/2020</td>
</tr>
</tbody>
</table>

## PROFILE OF THE BULLETIN READER

**Average age:** 45.4 years old

- **BENCHMARK FB**
  - < 30: 34%
  - 30 - 39: 27%
  - 40 - 49: 20%
  - 50 - 59: 11%
  - > 60 - 69: 9%

- **BENCHMARK CM**
  - < 30: 58%
  - 30 - 39: 42%
  - 40 - 49: 38%
  - 50 - 59: 27%
  - > 60 - 69: 19%

**Average income:** € 4,780 euro net

- > € 7,000: 19%
- € 5,001 - € 7,000: 19%
- € 2,001 - € 4,000: 38%
- < € 2,000: 27%

**Education**

- Left school before university or equivalent level: 11%
- Obtained university or university level degree: 39%
- Post-graduate or equivalent level: 50%
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?

HUMBERTO CARDOSO AIRES
Account Manager
📞 +32 473 30 64 70
✉️ humberto.cardosoaires@contentconnections.be

GENERAL EMAIL
✉️ sales@thebulletin.be

CONTACT US FREE OF OBLIGATIONS