

Billie

So Billie Lifestyle

Billie is a **lifestyle magazine** in Het Nieuwsblad, Gazet van Antwerpen and Het Belang van Limburg on saturday. With our 'So Billie Lifestyle' package you reach more than 2.160.000 people.



DISPLAY OFFER: MAGAZINE			
MAGAZINE	REACH	FORMAT 1/1 page	RATE
Billie	734.230 readers*		€ 9.450

DISPLAY OFFER: DIGITAL	
BRANDS	run of network Ads & Data
FORMAT	medium rectangle
IMPRESSIONS	1.431.000 (segment lifestyle)
PERIOD	1 month
CPM	€ 7
RATE	€ 10.017



So Billie Lifestyle
 = 2.163.000

promo package¹
€ 14.200

Billie

DEADLINES



Reservation native advertorials
 Reservation order + ad material (excl. native)
 Ad material ready to be published

date of publication -16 working days at 11h30 (Friday)
 date of publication -11 working days at 11h30 (Friday)
 date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

¹ the promo rate, is the rate for one publication date.
 * CIM Pers 2019-2020 - Paper+Digital - LLP, 12+