

# De Standaard Magazine - Luxe

## 2023 Print & Digital

Your ad in a high-end context.  
Published in De Standaard Magazine, the n°1 quality newspaper magazine in Flanders.



### PRINT

MAGAZINE	FORMAT 1/1 page	REACH	RATE
De Standaard Magazine		410.600 readers* + 72% MRP 37% SC 1-2	€ 12.245
Gatefold	Gatefold pages 3 - 4 - 5 (more info next page)		€ 54.735 € 36.735 media rate + € 18.000 technical cost

\* CIM Pers 2022 - Paper+Digital - LLP, 16+

### DIGITAL

LUXE	
LOCATION	Run of High Viewability
TARGETING	Behavioural targeting: luxury lovers
FORMAT	Halfpage
CPM	€ 9,5

#### PUBLICATION DATES

	De Standaard Magazine Luxe	18 March 30 September
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#### DEADLINES DSM LUXE

	18 MARCH	30 SEPTEMBER
	Native reservation Reservation order Material for ad to be designed Material ready to be published Material ready to be published cover	8 September 15 September 15 September 22 September 25 September



#### DEADLINES GATEFOLD

	18 MARCH	30 SEPTEMBER
	Reservation order Ad material	2 August date on demand

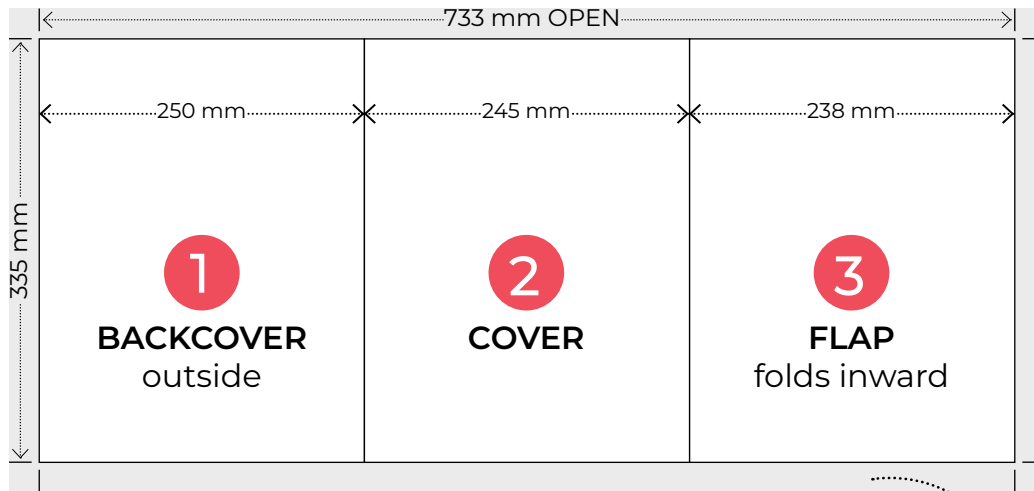
De Standaard

Billie



# Gatefold **DE STANDAARD MAGAZINE**

## GATEFOLD BUITENZIJDE



## GATEFOLD BINNENZIJDE

