

Brussels Motor Show 2027



Unique Febiac partnership Brussels Motor Show Catalogue



Publication

January 5 & 6 in Nieuwsblad, L'Avenir, La Dernière Heure, La Libre Belgique

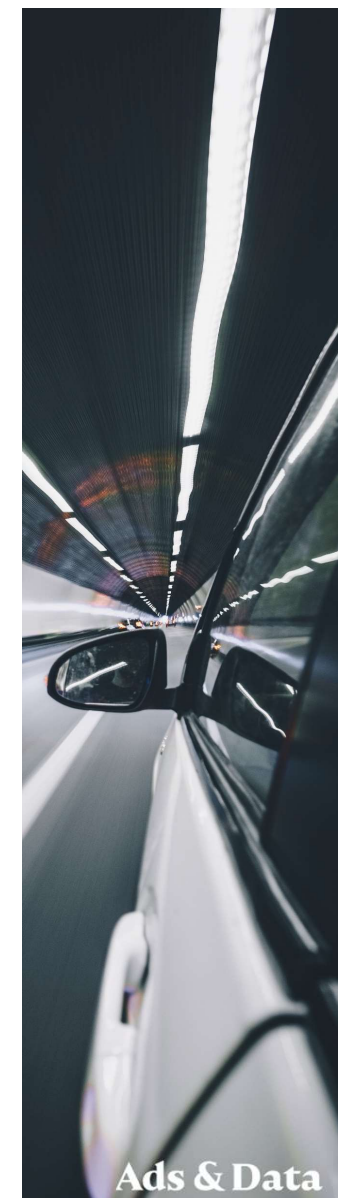
Circulation: 285.000 copies + 20.000 copies distributed on the BMS

Digitally published with: Nieuwsblad, De Standaard, Gazet van Antwerpen, Het Belang van Limburg (175.000 downloads)

Format	Rate National
1/1 page	€ 24.950
2/1 page	€ 36.250
Cover 2	€ 33.650
Cover 3	€ 31.200
Cover 4	€ 37.400
Tête bêche (C4 + C3 + 6 pag)	€ 218.100
Tête bêche (C4 + C3 + 4 pag)	€ 168.250

Practical information & deadlines	
Format	230mm width x 295mm height + 5mm bleed 4 sides
Reservation	Native: Dec 1st 2026 Classic: Dec 8th 2026
Material	Dec 15th 2026 (ad ready to be published)
Contact	printadvertising@adsanddata.be

Branded Content possible
€ 1.700 production cost/page



Unique Febiac partnership

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Retarget Febiac visitors on TBOO & more



National Offer 

DISPLAY PACKAGE

Platform	Ads & Data Run of Newssites and IPM RON
Targeting	• Surfers buying intent, visitors autosalon.be • Interest segment Car Lovers / Automotive
Format	Halfpage
# imps	2.025.289
CPM	€ 10,63
Media value	€ 21.525
Discount	30,31%
Your Rate	€ 15.000
eCPM	€ 7,41

ONLINE VIDEO PACKAGE

Platform	Ads & Data Run of Newssites and IPM RON
Targeting	• Surfers buying intent, visitors autosalon.be • Interest segment Car Lovers / Automotive
Format	Preroll 15"
# imps	925.000
CPM	€ 25
Media value	€ 23.200
Discount	35%
Your Rate	€ 15.000
eCPM	€ 16,22

Ads & Data

Unique Febiac partnership



National Offer

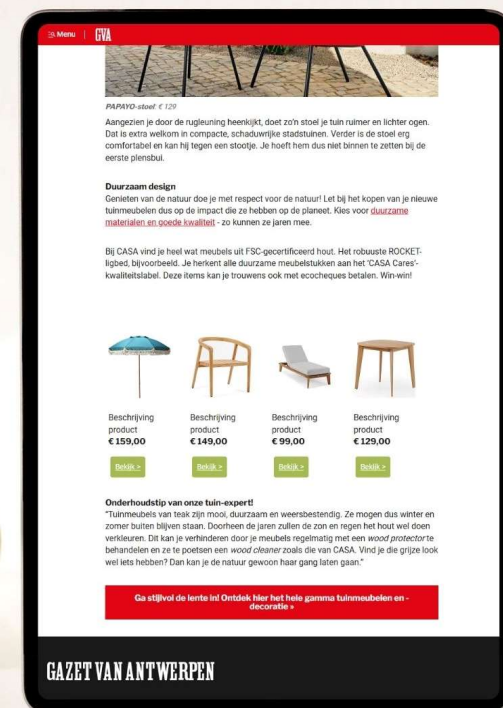


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TBOO & more

NATIVE PACKAGE

Platform	Ads & Data Run of Newssites and IPM RON
Targeting	/
Format	Native – 25% scroll depth ENGAGED READ
# reads	12.500
Cost per read	€ 1,60
Budget	€ 20.000 + Technical Fee NL + FR € 2.600 3 articles



Ads & Data

Unique national offer

with powerfull media brands

l'Avenir

De Standaard

N
Nieuwsblad

La Libre BELGIQUE

GVA

PARIS
MATCH.be

moustique

HET
BELANG
VAN
LIMBURG

Gourmandiz

DH mag

DH LES
SPORTS+

Ads & Data