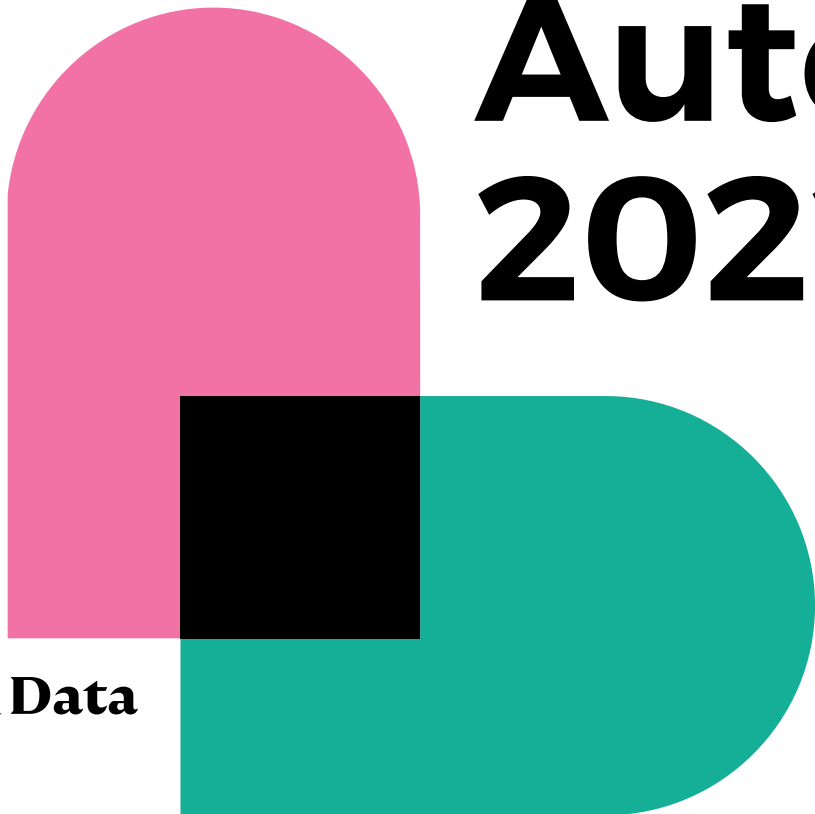


# Auto 2022

**Ads & Data**



WHAT?

Ads & Data

# Brussels Motor show 2022

YES, the Brussels Motor Show is back. In January the Brussels expo will again host multiple car brands to showcase their newest models in the 99th Brussels Motor Show.

January is by far the best month for car sales.

Discover our complete and multimedia offer now and find out how you can warm up car enthusiasts with your selection of cars!

## Details

- When? 14-23 January
- Where? Brussels
- Biggest showroom in the country

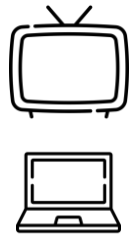


# Ads & Data



Behavioural targeting on car enthusiasts

## DATA



VIDEO



AUDIO



DISPLAY

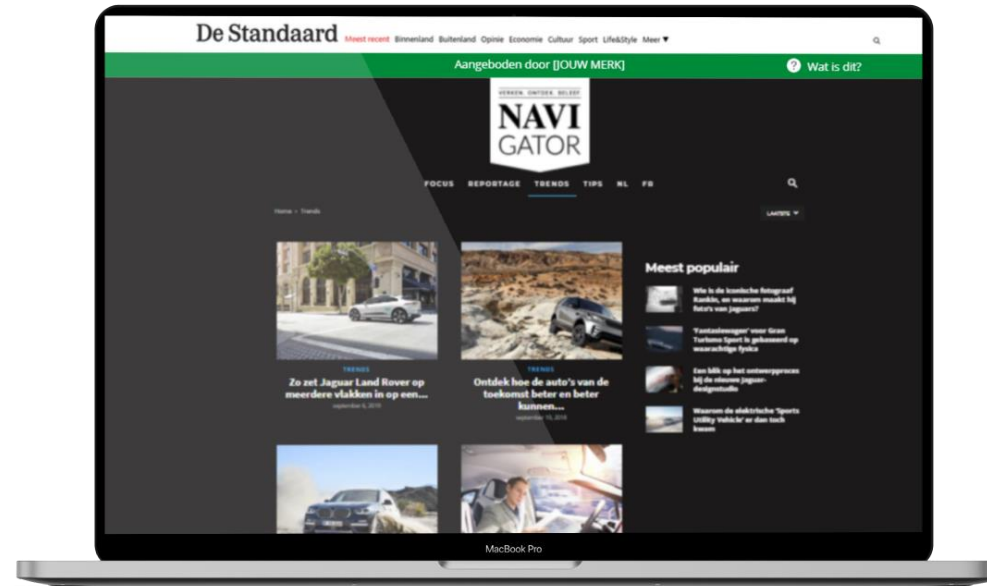


## CONTEXTS / TARGETS



# In need of something else?

- Maybe Navigator could inspire you.



## Why Ads & Data?

- The strength of Ads & Data lies in **Data & Context**.
- By combining context & behavioural targeting we are able to **maximize your reach** to car enthusiasts.
- Plenty of reasons to advertise in our media brands!
- Official **partner** of **Febiac**

Ads & Data

# Commercial Offer details



# Display Offer | Magazine

Ads & Data provides the only official guide for the Brussels Motor Show.

- The magazine will be inserted in Het Nieuwsblad, L'Avenir, La Dernière Heure and La Libre.
- 6 out of 10 of our newspaper readers read the magazine.
- Digital magazine available through all of our newspapers.

Publication		Copies
Het Nieuwsblad	Saturday 8 January 2022	402.500 copies
La Dernière Heure - La Libre - L'Avenir	Saturday 8 January 2022 (date subject to change)	
hbvl.be - gva.be - destandaard.be	7 January - 24 January 2022	67.000 copies



Practical information and deadlines	
Format (Het Nieuwsblad, La Dernière Heure - La Libre - L'Avenir)	230 mm width x 295 mm height
Print material to deliver bleed included (in version NL+FR)	240 mm width x 305 mm height
Reservation print	Friday 15 October 2021
Material print (ad ready to be published)	Wednesday 8 December 2021 Friday 17 December 2021
<ul style="list-style-type: none"> <li>• cover</li> <li>• interior pages</li> </ul>	

Format	Price
2/1 page	€ 32.000
1/1 page	€ 22.000
Cover 2	€ 28.600
Cover 4	€ 33.000

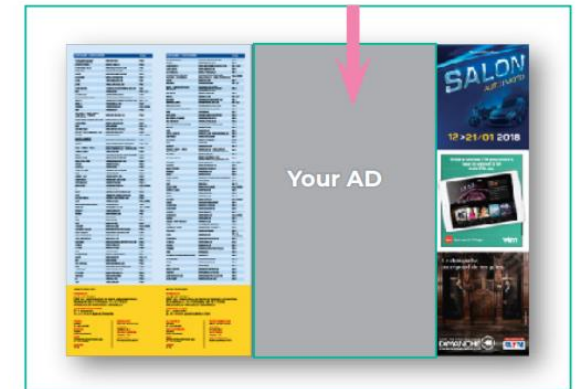
# Display Offer | Plan

The official Brussels Motor Show plan summarizes where all the different car brands can be found during the motor show. It is a practical guide for all visitors. Become the exclusive sponsor of the Brussels Motor Show plan and put your brand in the spotlight!

Offer
100.000 copies
3 ads
Digital download plan
Exclusive sponsor

**Price**  
€  
**19.500**

Formats		Deadlines	
Front (2 ads)	91 mm H x 115 mm W	Reservation	Friday 15 October 2022
Back (1 ad)	340 mm H x 195 mm W	Material	Will be concretely announced after October 15





# Display Offer | Online

## Package 1: Autosalon

Websites	Ads & Data network behavioural (Car Lovers) + contextual targeting
Format	Medium Rectangle
Campaign duration	1 month
Impressions/ month	2.000.000
CPM	€ 9
<b>Value</b>	<b>€ 18.000</b>
<b>PROMO</b>	<b>€ 15.000</b>



De Standaard



# Display Offer | Online

Package 2: Car package	
Websites	Vroom.be + Autofans.be
Format	Medium rectangle
CPM	€ 10
Campaign duration	1 month
Impressions/ month	860.000
Value	€ 8.600
<b>Launch promo autumn</b>	<b>€ 7.310</b>

Allocation 75% NL and 25% FR





## Vroom.be

- 26.000 visits/day on average
- 17.000 visitors/day on average
- The 3rd most popular site in Belgium on car ads and most visited site on cars in general
- 313.000 visitors each month
- Over 2mio page views each month



# Autofans.be

- A site for the fans.  
Content and classifieds.
- Different content categories like F1, concept cars, spyshots, tuning, racing and F1
- Handy overview per brand and a VVA (voordeel van alle aard) simulator
- Over 200.000 visits each month
- Over 400.000 pageviews each month



# Video Offer

## Package 2: car package video

Websites	Ads & Data network behavioural (Car Lovers) + contextual targeting
Format	Preroll
Duration	1 month
Region	National
Impressions/ month	500.000
Value	€10.000

Allocation 75% NL and 25% FR



# Virtual showroom



In need of a virtual showroom? We build one for you in combination of an advanced support plan. Already have one? No problem. You can opt-in for the support plan in which we guarantee 20.000 users for your own virtual showroom.

Campaign support	€ 44.500
Set up cost	€ 5.000
<b>Total cost</b>	<b>€ 49.500</b>



## Virtual showroom and digital platform

Traffic guarantee support

Minimum of 20.000 visitors in your virtual showroom



## Display

Websites	Ads & Data network behavioural (Car Lovers) + contextual targeting
Format	Medium rectangle
Impressions	2.400.000



## Video

Websites	Ads & Data network behavioural (Car Lovers) + contextual targeting
Format	Instream + outstream
Imps	800.000

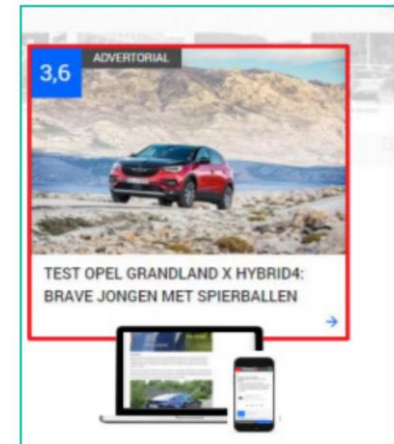


Do you want our writers to test drive your product and to write a review about it? That's the Vroom testdrive!

1	Integration Vroom.be (NL+FR)	€ 4.750 (included)
---	------------------------------	--------------------

2	<b>Media Offer</b> (Vroom.be support (NL+FR))	
	Format	Medium rectangle
	CPM	€ 10
	Impressions	750.000

**National**  
**€ 12.250**



# B2B package

## Business package (medium rectangle)

Ads & Data network – Behavioural B2B

Made in all platforms

Total impressions	<b>950.000</b>
Commercial offer	<b>€ 8.400</b>



+ our complete Ads & Data network





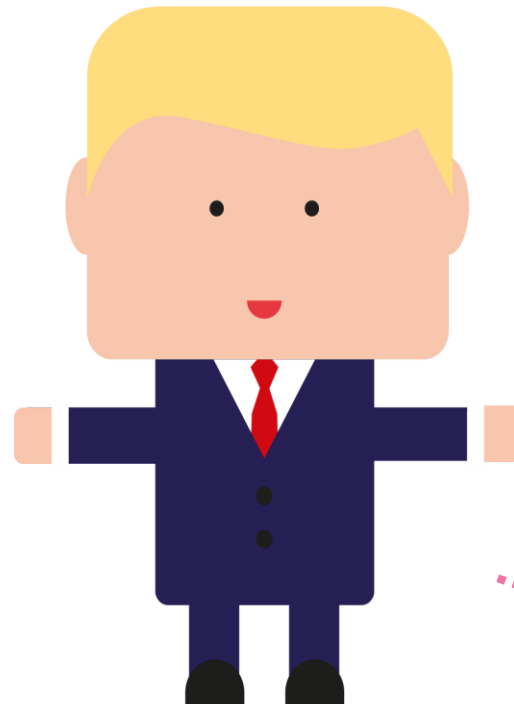
# B2B package – Business audience

**950k monthly active unique users**

## MADE IN VISITORS

“nieuws uit ondernemend Vlaanderen”

**55% men**  
45% women



## BEHAVIOURAL BUSINESS

Surfers who read a lot of business-related content

## SMALL COMPANIES

Registered B2B-contacts from CRM-database

# Business Audience

Content type	Examples
Sites	www.made-in.be
Dedicated site-sections	standaard/biz
Immo search	commercial real estate
Offline data	b2b crm database



- 18-34: 19%
- 35-54: 37%
- 55+ : 44%



- Women: 45%
- Men: 55%



- Visitors: +950 K users/month

The screenshot shows a tablet displaying two web pages. The top page is from 'De Standaard' with the headline 'Negatieve rente rukt op' (Negative interest rates are creeping up). The article discusses how more SMEs, freelancers, and investors are being forced to pay negative interest on their accounts. Below the article is a 'made in Mechelen' logo and a navigation bar with links for 'TOPICS', 'STARTERS', 'FALINGEN', 'TV', 'BRANDED CONTENT', 'AGENDA', and 'PARTNERS'. The bottom page is from 'zimmo' and shows a real estate listing for 'Bedrijfsvastgoed te koop' (Commercial real estate for sale). The listing includes a photo of a building, the price '€ 675.000', and a 'biddit' button. To the right of the listing is a large photo of two men in a forest, with the text 'CHOCOLADEMAKER VINCENT' and 'LT 80.000 EURO'.

# Made In visitors

Content type	Examples
Sites	www.made-in.be



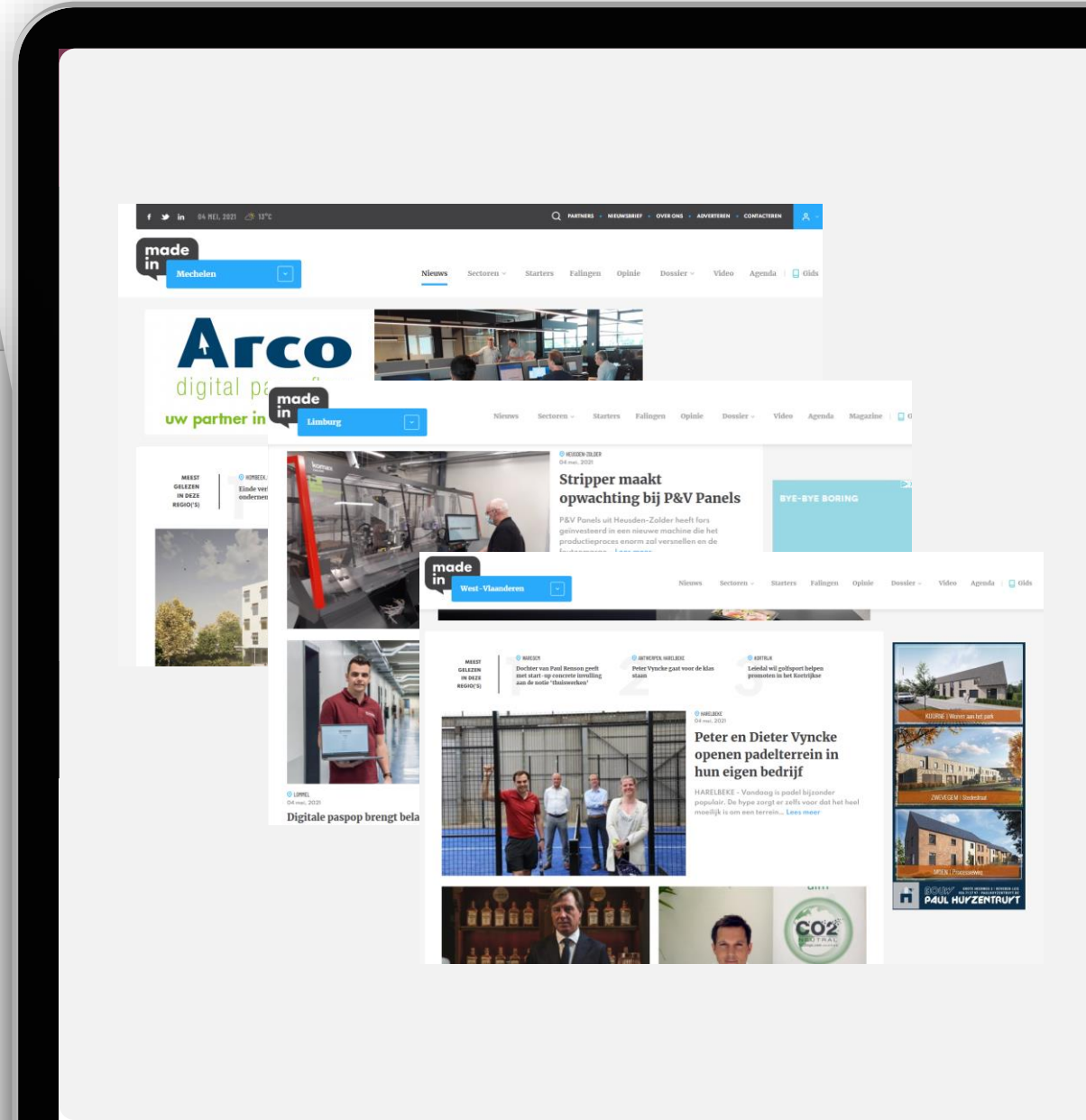
- 18-34: 21%
- 35-54: 38%
- 55+ : 41%



- Women: 44%
- Men: 56%



- Visitors: +536 K users/month



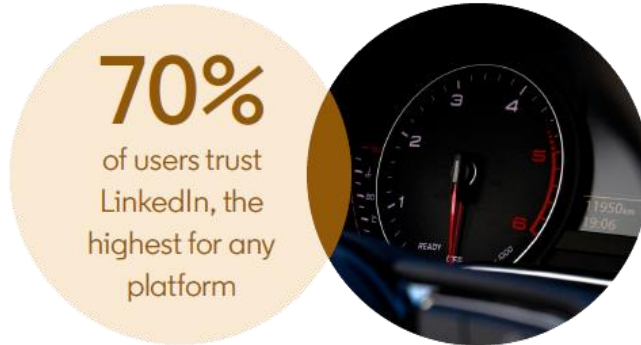
# LinkedIn: where aspirational brands engage aspirational consumers

LinkedIn connects high-earning consumers with luxury auto brands in a trusted environment.



## The Right Audience

Our 610 million members are receptive and engaged. They're high earners, educated, and invested.



## The Right Environment

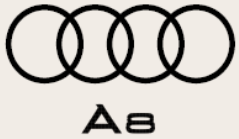
The most trusted social media platform, users find authentic connection and reliable information on LinkedIn.



## The Right Engagement

Our campaigns leverage more than 9 billion weekly content impressions to drive engagement in our feed.

# LinkedIn Cases



**Audi** wanted to boost brand awareness and promote their A8 luxury vehicle. LinkedIn's sophisticated targeting capabilities allowed them to engage both chauffeur and executive audiences with relevant content.

**246%**

above LinkedIn automotive clickthrough rate benchmark

**240%**

above LinkedIn automotive engagement rate benchmark



**MASERATI**

**Maserati** was looking for deeper engagement with consumers, more than anything traditional mass marketing could provide. LinkedIn's synchronized solutions provided personalized messaging to a niche audience.

**60%**

higher open and clickthrough rates than LinkedIn Sponsored InMail campaign benchmarks

**50%**

increase in campaign's reach through earned media

**The Smart Ad is a new way of advertising which makes it possible to personalize ads tailored to the viewer. Perfect to reach the car-lovers!**

### SMART AD OFFER

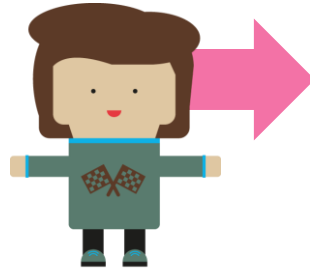
Period of ± 4 weeks

Impressions: 611.200

CPM: € 90

Technical cost (€1.500): Free of charge

Budget: € 55.008



### Target group

- 129.000 settop boxes
- 18-60 years old
- Car lovers 90-100% (top10%)

### Comments

- Spot length: 15", 20" and 30" are possible as standard
- With a campaign of 4 weeks, you build a net reach on the target group of +/- 70 to 75%
- With an average OTS of 2 per week
- We do not guarantee net reach or OTS, only impressions
- Fixed start date and flexible end date (in function of full delivery of the guaranteed impressions)
- Campaign on Play4, Play5, Play6 and Play7
- Not for betting partners



# Spotify

## Audio in car

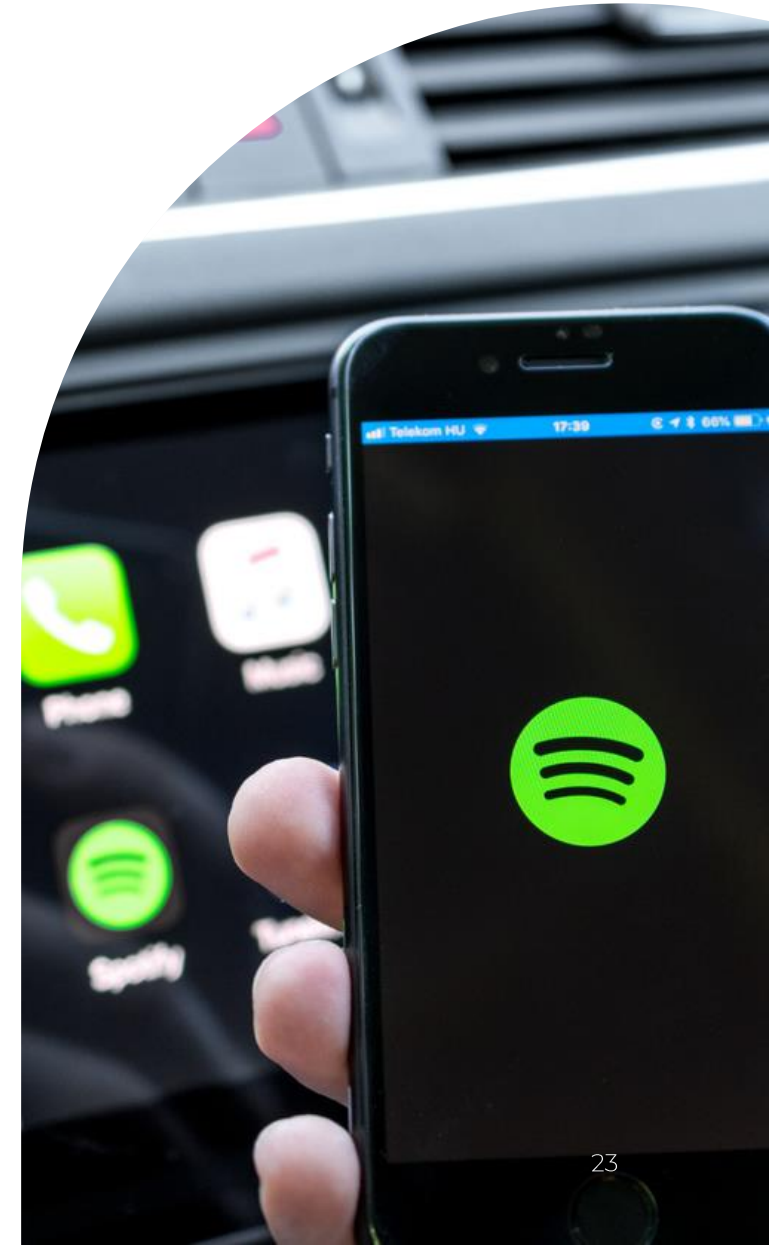
Your ad will be broadcasted solely to Spotify users while driving their car.

## In car streamers

Your ad will be broadcasted to users who **often** connect with Spotify while driving their car. This way we can target these specific users on desktop and other devices.

AUDIO ONLY	Rate	Volume	Budget	Discount	Offer
Audio IN CAR	€ 36	301.659	€ 10.860	15%	€ 9.230,77
Audio Everywhere – in car streamers	€ 22,5	301.659	€ 6.787	15%	€ 5.769,23
		603.318	€ 17.647	15%	<b>€ 15.000</b>

MULTI FORMAT	Rate	Volume	Budget	Discount	Offer
Audio IN CAR	€ 36	213.200	€ 7.675	17,5%	€ 6.332,04
Audio Everywhere – in car streamers	€ 22,5	213.200	€ 4.797	17,5%	€ 3.957,83
Sponsored sessions – in car streamers	€ 0,05625	213.200	€ 11.993	17,5%	€ 9.893,81
Overlay everywhere – in car streams	€ 27,5	213.200	€ 5.863	17,5%	€ 4.836,98
		852.800	€ 30.328	17,5%	<b>€ 25.020,35</b>



Ads & Data

# Regional advertising





# Display Offer | Online

## Package 1: Autosalon- Provincial

Websites	Ads & Data network behavioural (Car Lovers) + contextual targeting				
Format	Medium rectangle				
CPM	€ 9				
Duration	1 month				
Region	Antwerp	East-Flanders	West-Flanders	Limburg	Flemish Brabant
Impressions/ month	500.000	500.000	500.000	500.000	500.000
Budget	€ 4.500	€ 4.500	€ 4.500	€ 4.500	€ 4.500



De Standaard



# Display Offer | Online

## Package 2: car package - Provincial

Websites	Vroom.be + Autofans.be				
Format	Medium rectangle				
CPM	€ 10				
Duration	1 month				
Region	Antwerp	East-Flanders	West-Flanders	Limburg	Flemish Brabant
Impressions/ month	100.000	100.000	100.000	100.000	100.000
Budget (15% promo)	€ 850	€ 850	€ 850	€ 850	€ 850

Allocation 75% NL and 25% FR



# Video Offer

## Package 2: car package - Provincial

Websites	Ads & Data network behavioural (Car Lovers) + contextual targeting				
Format	Preroll				
Duration	1 month				
Region	Antwerp	East-Flanders	West-Flanders	Limburg	Flemish Brabant
Impressions/ month	150.000	150.000	150.000	150.000	150.000
Value	€ 3.000	€ 3.000	€ 3.000	€ 3.000	€ 3.000

Allocation 75% NL and 25% FR

PLAY 

PLAY 

PLAY 

PLAY 

GOPLAY



De Standaard



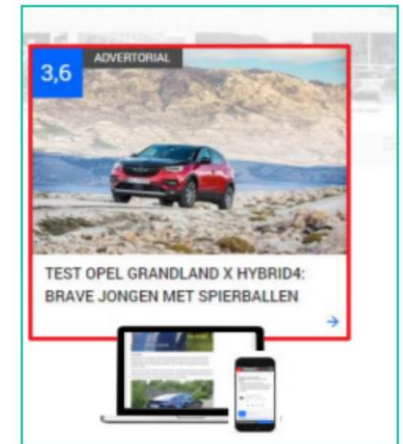
# VROOM testdrive

Explore · Choose · Drive

Do you want our writers to test drive your product and to write a review about it?  
That's the Vroom testdrive!

①	Integration Vroom.be (NL+FR)	€ 500 (included)
②	<b>Media Offer</b> (Vroom.be support (NL+FR))	
	Format	Medium rectangle
	CPM	€ 10
	Impressions	250.000

**Provincial**  
**€ 3.000**



# QUESTIONS?

**FRANK DUYCK (KEY ACCOUNTMANAGER)**

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