

JANUARY 2022

Ads & Data Brandfiches



Ads & Data

Brands

- ▶ De Standaard
- ▶ Het Nieuwsblad
- ▶ Het Belang van Limburg
- ▶ Gazet van Antwerpen
- ▶ Billie
- ▶ DS Magazine
- ▶ DS Weekblad
- ▶ Play 4
- ▶ Play 5, Play 6, Play 7, PlaySports Open
- ▶ GoPlay
- ▶ Themazenders (BBC, Njam, History Channel)
- ▶ Regionale zenders (Robtv, ATV, TVL, TVO)
- ▶ Radio Latina Luxemburg
- ▶ LinkedIn
- ▶ Snapchat
- ▶ Made In (under construction)
- ▶ Context Sport (Sporza, Sportwereld)
- ▶ Context Entertainment (MNM, Radio2, StuBru...)

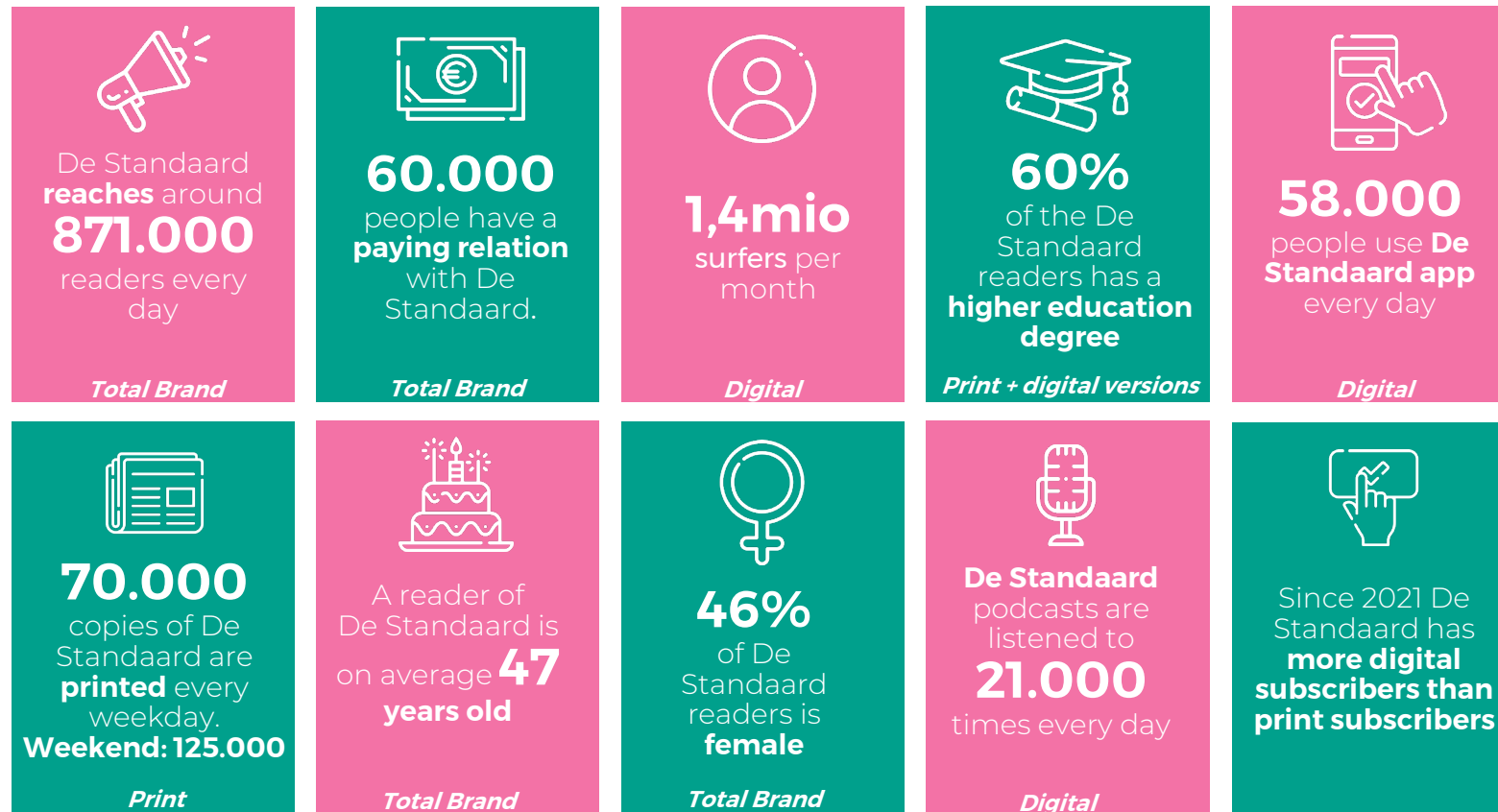
Ads & Data



De Standaard

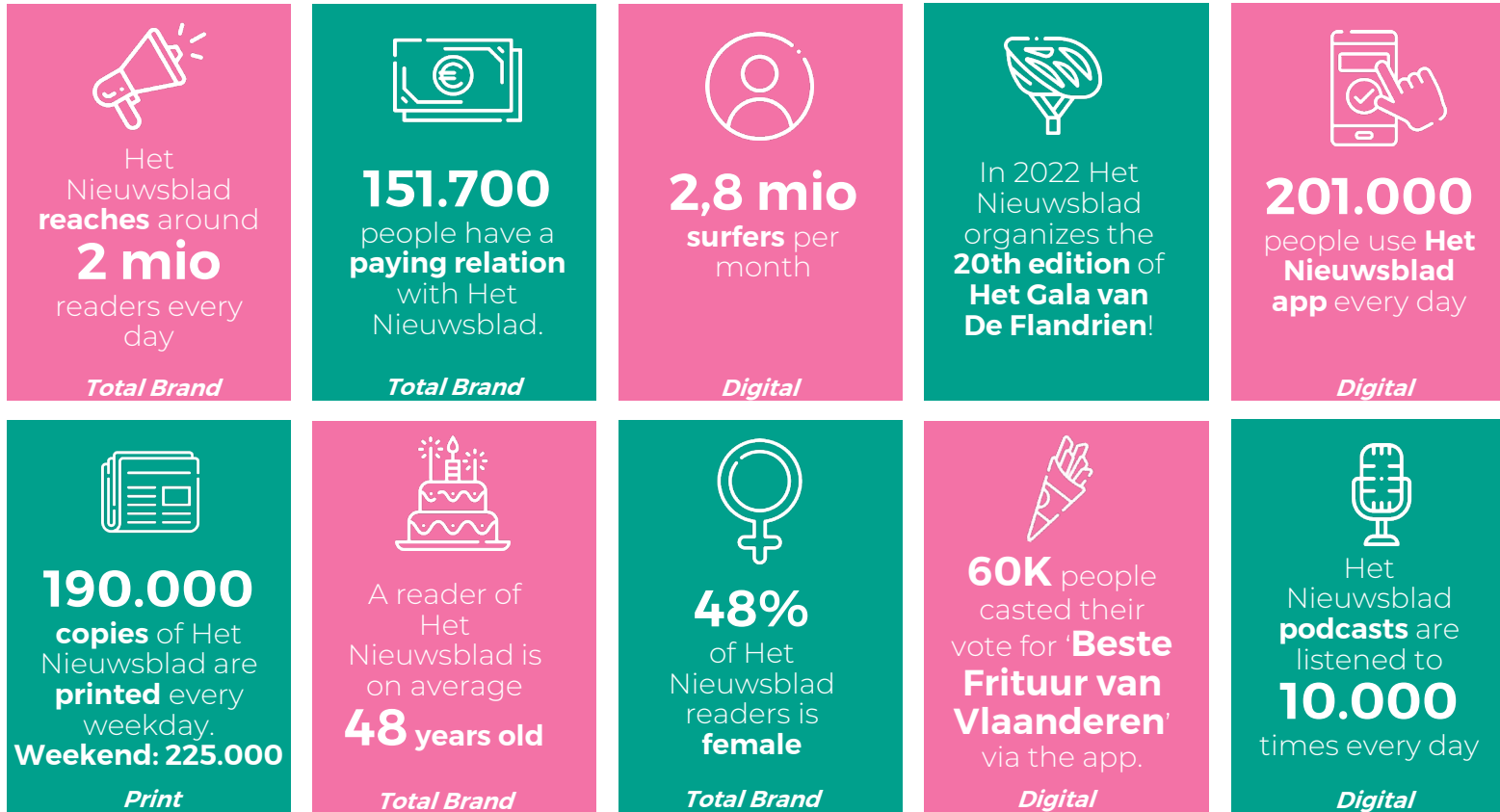
Ads & Data

De Standaard covers **socially relevant topics** and focuses on **quality, innovation** and **opinion**. Accuracy and integrity are some of its most important values.

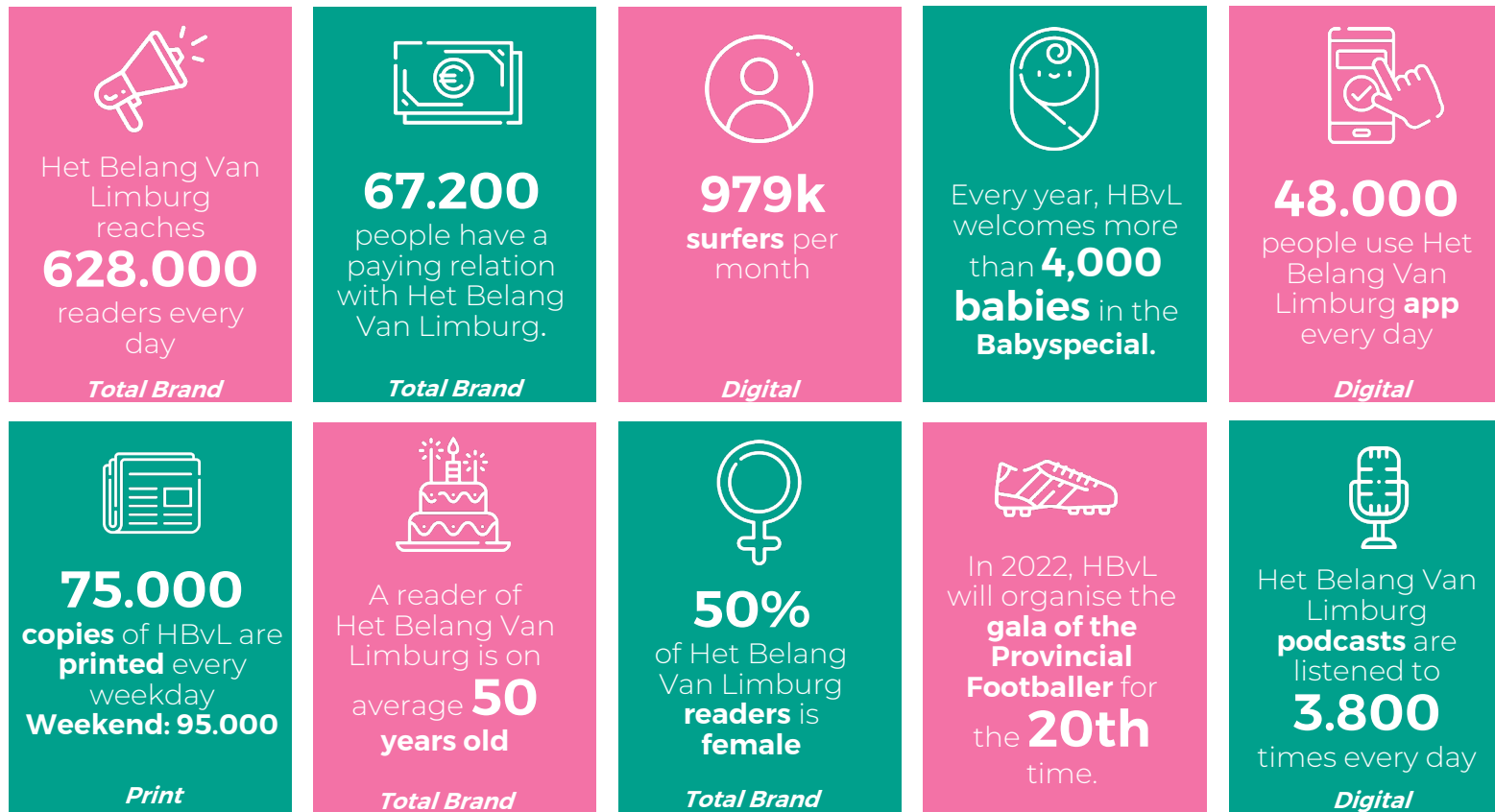




Het Nieuwsblad is synonymous with **sports** (particularly **cycling**) and **lifestyle**. It also offers a broad range of international, national and **regional** news that helps the reader make his daily, individual choices in today's society.



From cradle to the grave, het Belang van Limburg **connects the entire community** of Limburg, covering national and international news with the right **regional** touch.



GAZET VAN ANTWERPEN



Ads & Data

Gazet van Antwerpen reaches out to **every active Antwerp citizen**, feeding him with **regional** news that concerns him and his city: politics, culture and **fashion**. In addition, the Gazet provides a broad perspective of what's going on in the world.



De Standaard

De Standaard covers **socially relevant topics** and focuses on **quality, innovation** and **opinion**. Accuracy and integrity are some of its most important values.



Circulation (week):	70K/d
Total brand:	871K/d
Digital:	296K/d



Het Nieuwsblad is synonymous with **sports** (particularly **cycling**) and **lifestyle**. It also offers a broad range of international, national and **regional** news that helps the reader make his daily, individual choices in today's society.



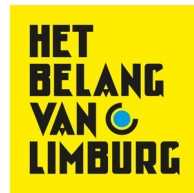
Circulation (week):	190K/d
Total brand:	2M/d
Digital:	1M/d

GAZET VAN ANTWERPEN

Gazet van Antwerpen reaches out to **every active Antwerp citizen**, feeding him with **regional** news that concerns him and his city: politics, culture and **fashion**. In addition, the Gazet provides a broad perspective of what's going on in the world.



Circulation (week):	65K/d
Total brand:	728K/d
Digital:	256K/d



From cradle to the grave, Het Belang van Limburg **connects the entire community** of Limburg, covering national and international news with the right **regional** touch.



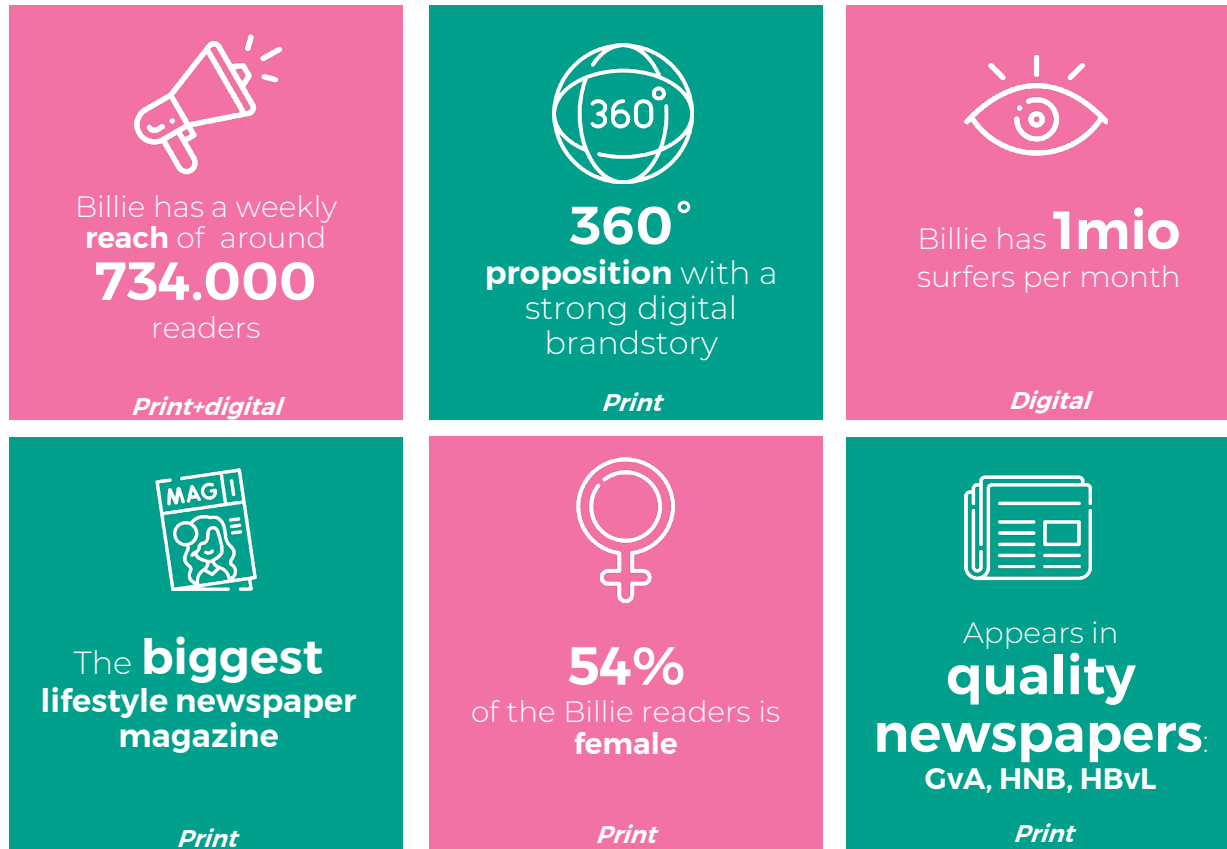
Circulation (week):	75K
Total brand:	628K/d
Digital:	208K/d



In numbers



Billie is the **360° lifestyle proposition** of Het Nieuwsblad, Gazet van Antwerpen and Het Belang van Limburg: **one platform, one cover and one face**. Billie!



Source: CIM internet 2021, CIM press & audience study 2020 - profile



dS De
Standaard

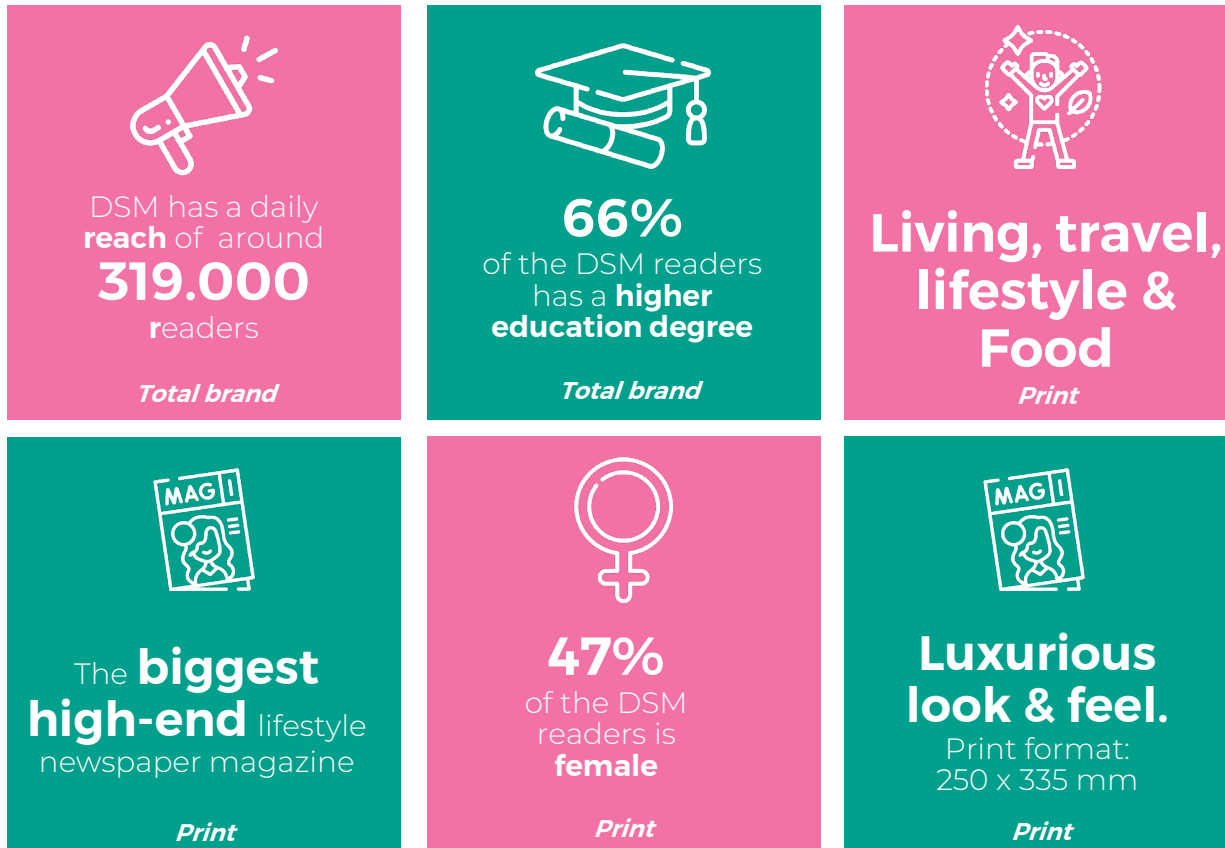
MAGAZINE

In numbers



In De Standaard Magazine, **living, travel, lifestyle** and **food** form the main ingredients for a relevant **human interest magazine**

Ads & Data



Source: CIM internet 2021, CIM press & audience study 2020 - profile

De Standaard

Magazine

FEEST



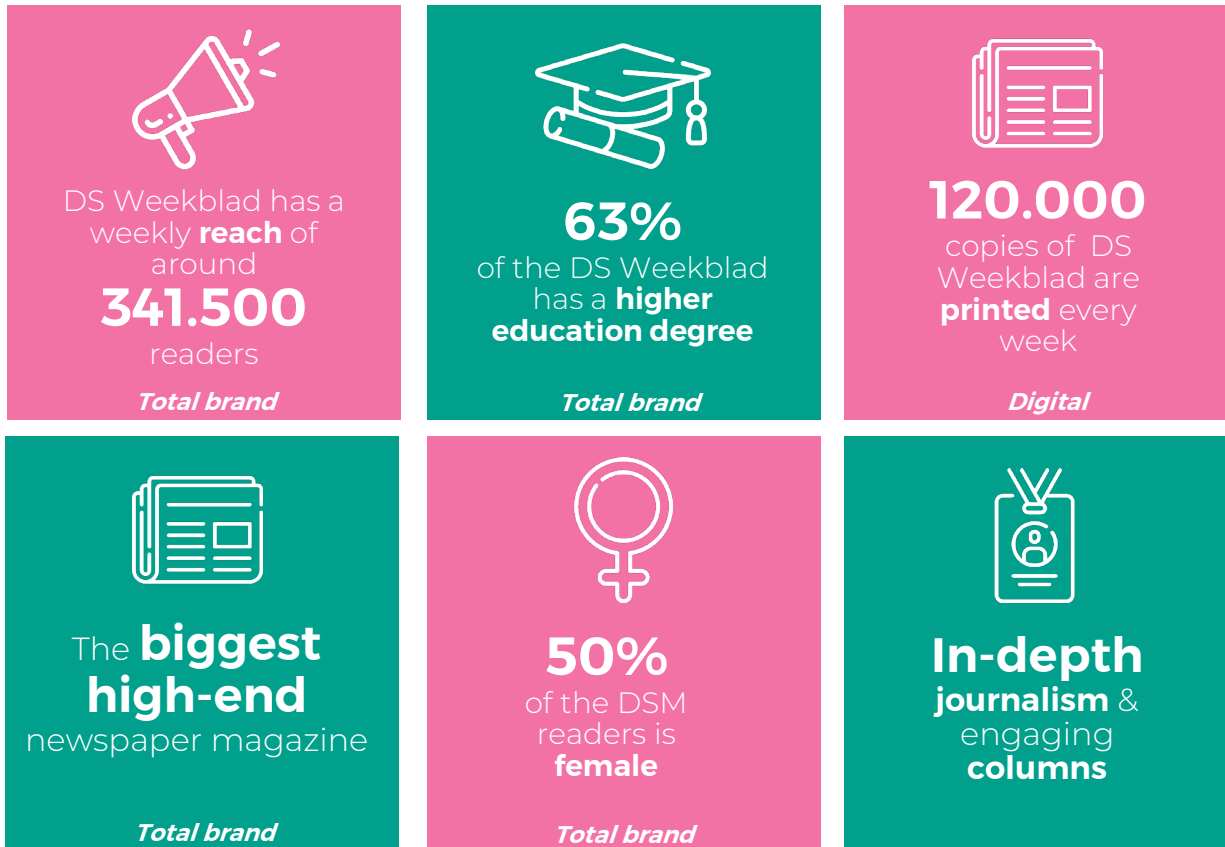
DE KUNST VAN HET ONTVANGEN

Zaterdag 4 december 2021

In numbers



De Standaard Weekblad guarantees **incisive reports, in-depth interviews and striking photography.**



Source: CIM audience internet 2021

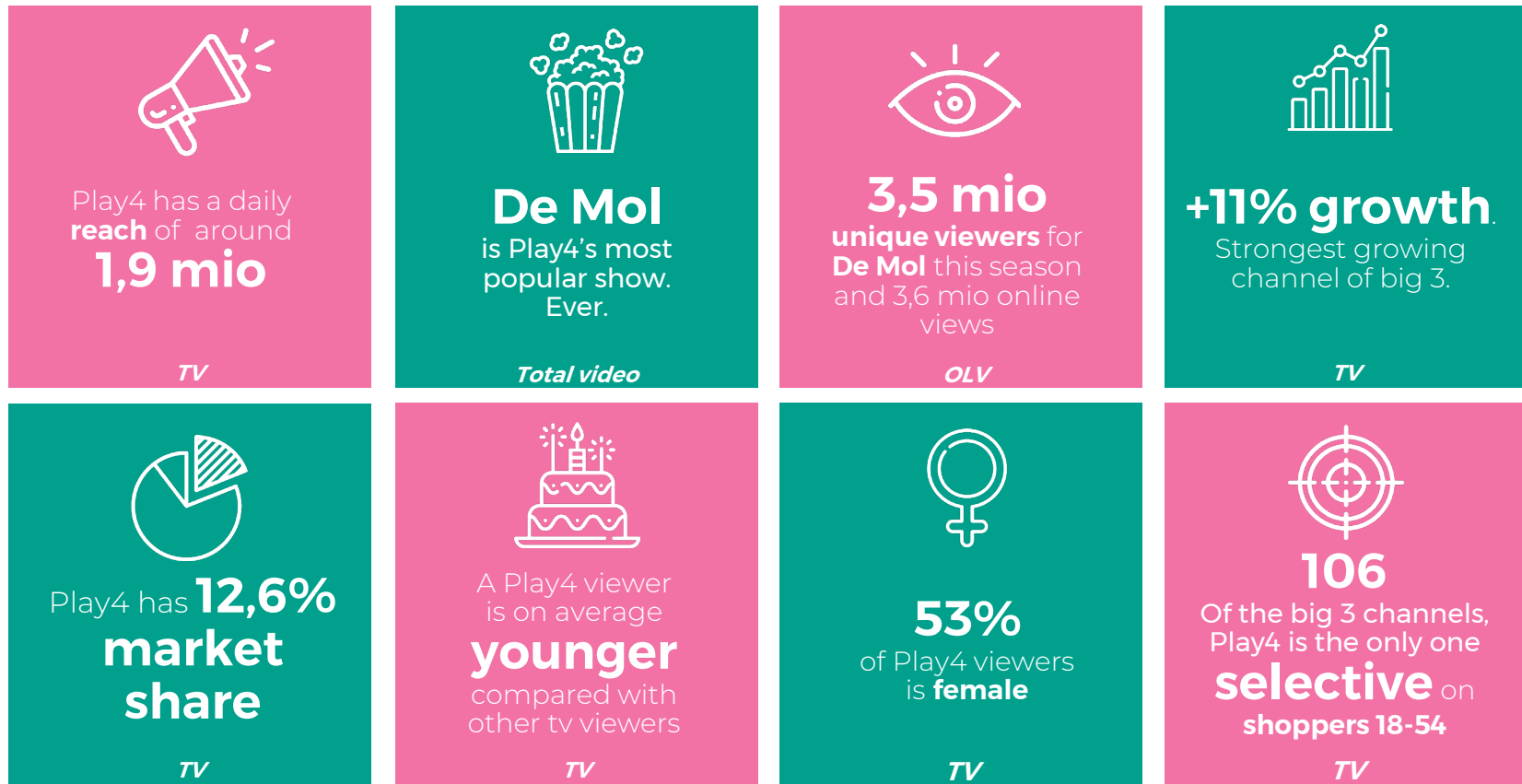


Conner Rousseau blijft
'Deal with it'

De foto graaf in Tom Barman

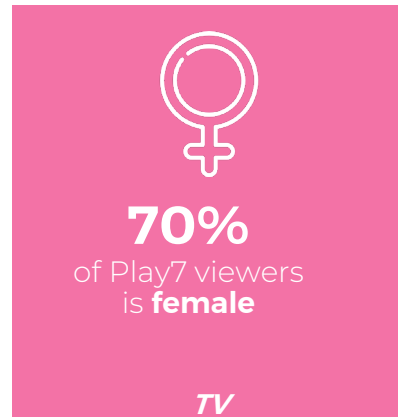
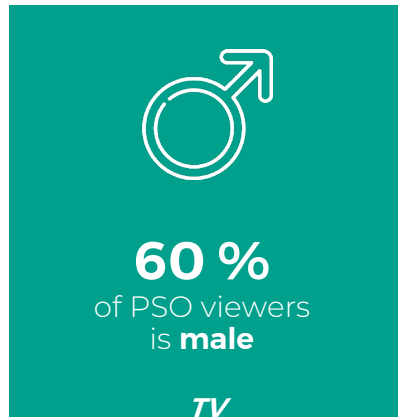
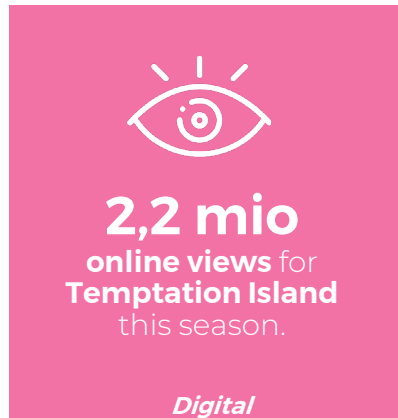
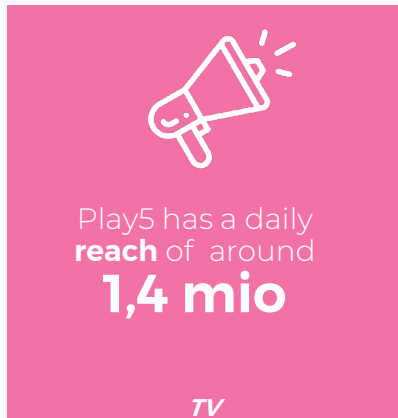
Finde van

Play4 always comes out of the corner as a Flemish **family channel**. With its locally thought-provoking content, the station is stirring up a lot of tongues. For top shelf **entertainment, inspiring human interest & reality**, Flemish **top fiction** and strong **sports** performances, Play4 is the place to be.





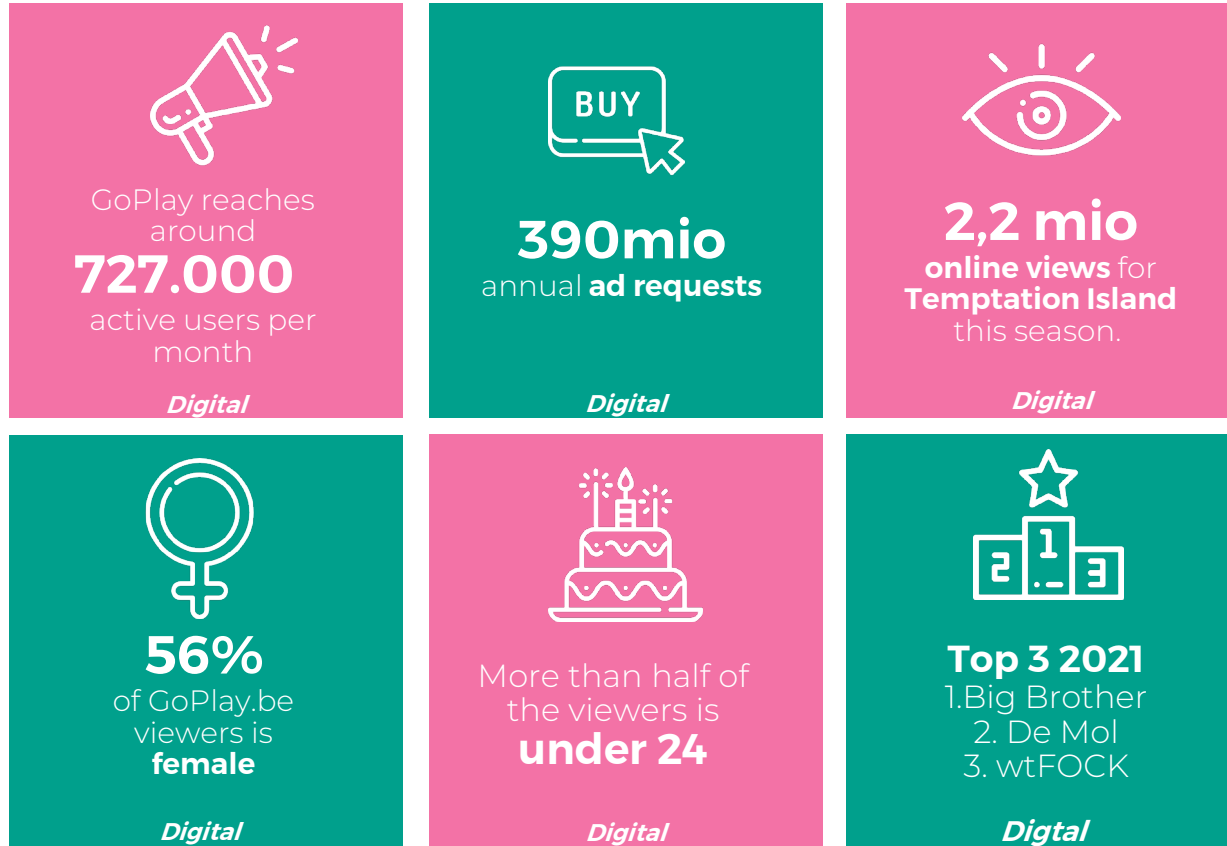
Reaching **young people** has never been easier. Play5 can best be described as boisterous, playful and self-deprecating. **Fun is never far away.** Bold topics, uninhibited reality, cool new series and fresh movies, that's what Play5 serves.



Source: CIM TV north, jan-jun 2021, market share all day,



At GoPlay.be, viewers can find **all the programs and digital content of the Play channels in one place**. Now on a website, soon also via the new GoPlay app.

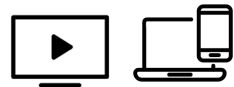


Source: CIM internet – profile & views





In numbers



Ads & Data



Njam! has a monthly reach of around **1,7 mio**

TV



29% of the njam! viewers are the **Main Responsible Purchaser**

TV



BBC First has a monthly reach of around **1,0 mio**



66% of the History Channel viewers are **male**



56% of njam! viewers is **female**

TV



njam! Is a one of a kind, local, culinary **360° platform**



59% of njam! viewers has an **upscale profile**



History Channel has a monthly reach of around **1,0 mio**





In numbers



Ads & Data



ATV has a daily **reach**
of around
190.000

TV



ROBTV has a daily **reach**
of around
113.000

TV



TVL has a daily **reach**
of around
218.000

TV



TVO has a daily **reach**
of around
146.000

TV



On average **25%**
coverage per
area

TV



55% of the
viewers is
male

TV



lifestyle & local news,
presented by **famous**
hosts e.g. Katja Retsin,
Hanne Troonbeeckx,
Ben Roelants

TV



48%
of the regional channel
viewers have an
upscale profile

TV



Radio Latina is an essential medium for the **Portuguese population** in Luxembourg. Its lively and interactive music and programs in Spanish, Italian and Cape Verdean make Radio Latina a multicultural radio that is highly appreciated in Luxembourg.



Radio Latina has around **52.300** listeners per week

Audio



The average user listens **103 mins** to the channel

Audio



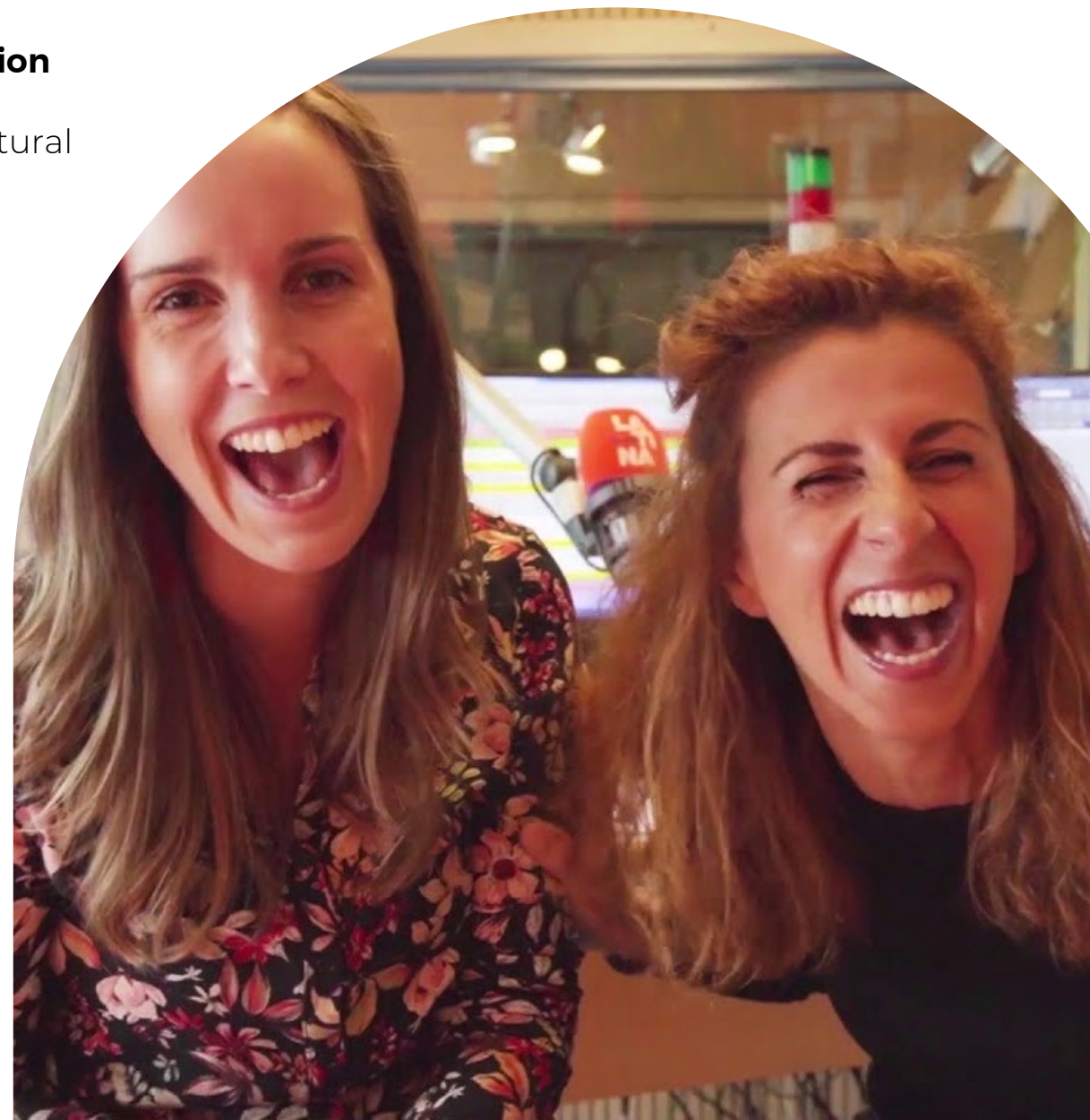
Radio Latina reaches around **42%** of the **Portuguese** population in Luxembourg

Audio



A **selectivity** of **430** among Portuguese speakers in Luxembourg

Audio





Connect the world's professionals to make them more productive and successful

Ads & Data

LinkedIn is one of the largest social networks in the world and very much the most important **business network**. On top of that, LinkedIn is the most trusted social media platform that offers advertisers a **brand safe environment**.



Around **4,2 mio** Belgians have a LinkedIn **account**. (+8% compared to last year)

Digital



Most trusted social platform

Digital



Very **upscale**, high income, decision makers

Digital



LinkedIn **reaches** around **84%** of the **active population in Belgium**

Digital



Users invest their time in platform **to reach their goals**. **High engagement**

Digital



Unique targeting
possibilities

Digital



LinkedIn[®]

USPs LinkedIn

Ads & Data

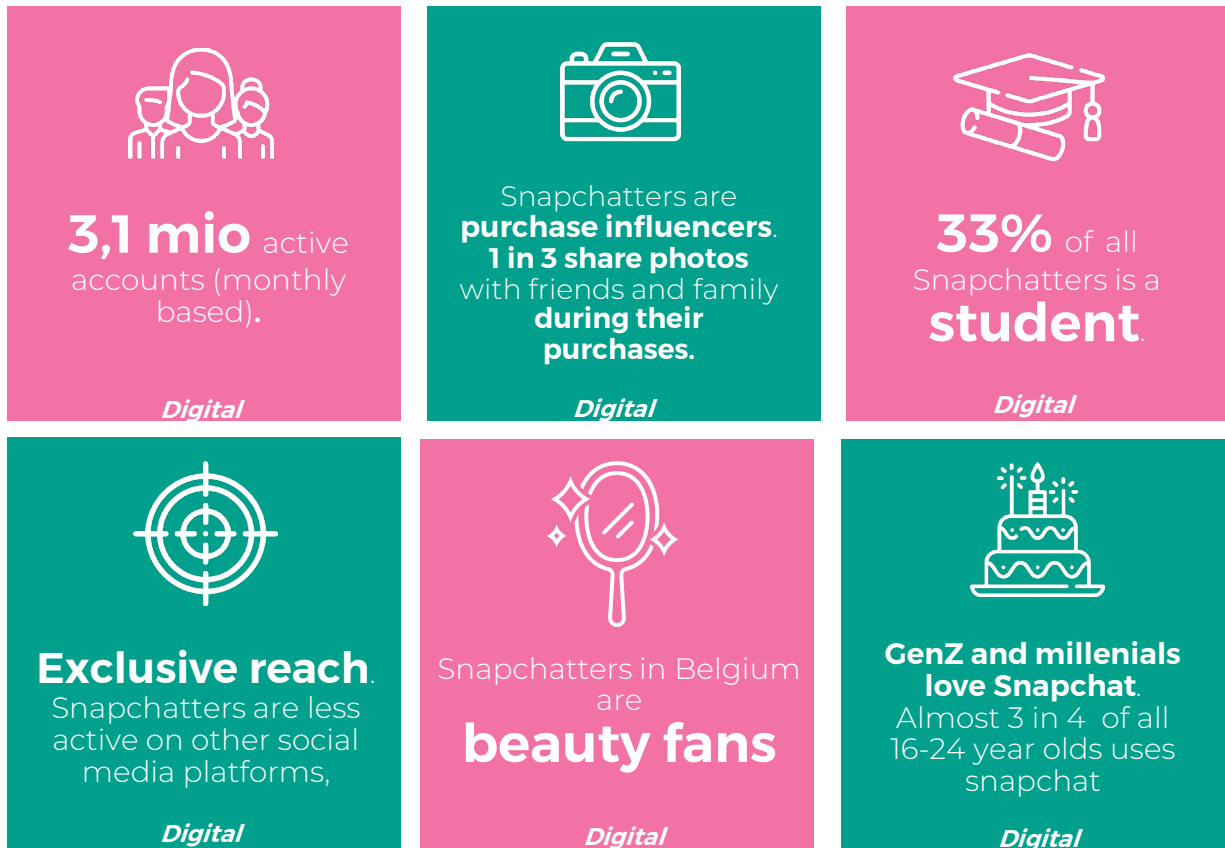
- **Lean in social platform:** people invest time to achieve goals
- Mission mindset means greater ad receptivity : **+33% purchase intent**
- **Trusted environment:** data safety boosts engagement
- Unique and rich **targeting possibilities** (degree, company, skills, job title, ...)
- **High conversion** rate (6,1%)
- The **only true professional social platform**
- Very **upscale**, high income, decision makers
- Members visit the platform to **invest time** not to spend it
- LinkedIn users are 2X more **intent driven** and are 'always on'
- LinkedIn has been voted the **most trusted social platform** for the 5th year in a row (according to eMarketer/Insider)



Snapchat

Ads & Data

Snapchat is a **camera and messaging app** that connects people to their friends and the world. Snapchatters actively express themselves on the platform, sending Snap messages to their friends instead of a text message. **A picture says more than 1,000 words, right!?**





USPs Snapchat

Ads & Data

- **Bigger than TikTok** among the **youngest** generation
- Unique **ad formats**
- **Exclusive reach:** And chances are, you can't reach this audience through other platforms. Nearly a third (31%) of Snapchat users are not on Instagram on a daily basis, half do not use Youtube, and very few Snapchatters are on Twitter or TikTok.
- De core-users are between **18-34 years old**
- Average users spend **30 min** on snapchat **daily**

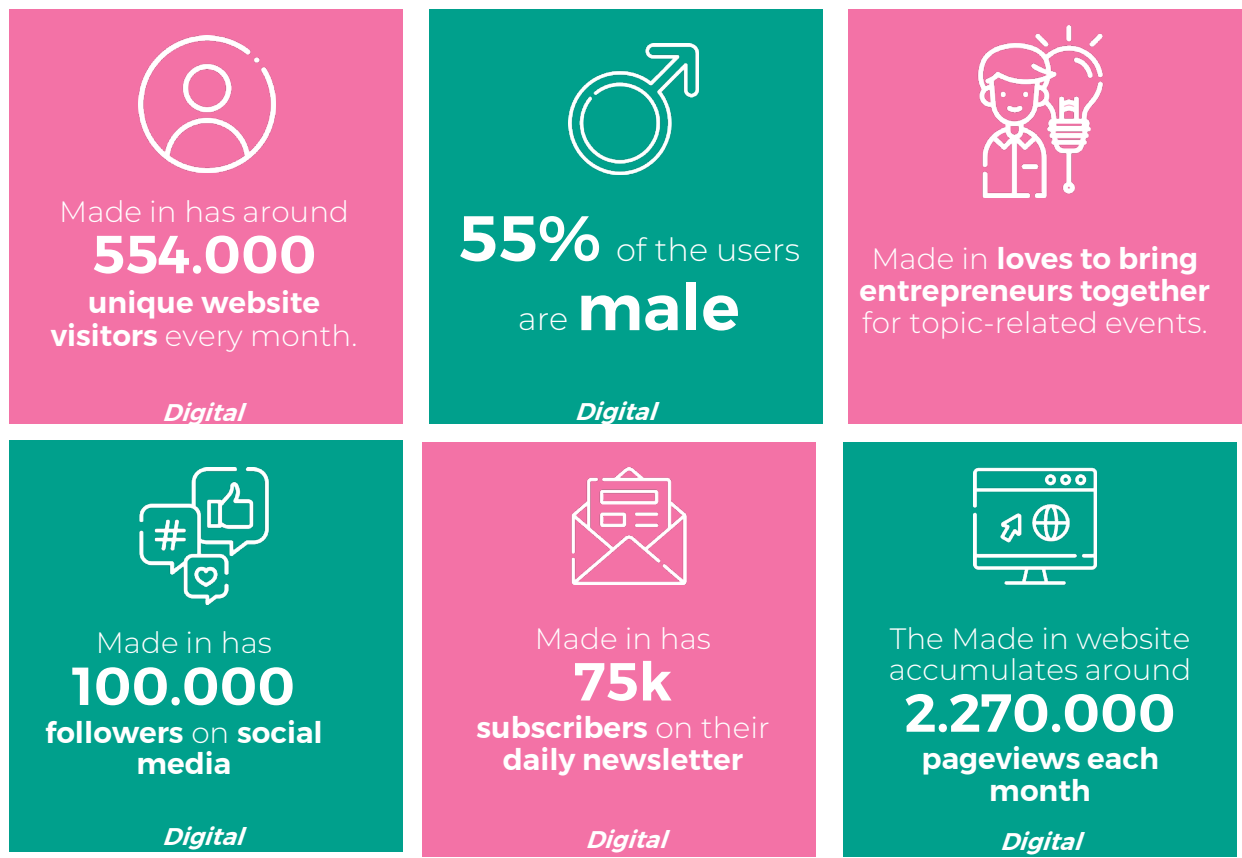




Made in is your go-to digital platform for regional business news and inspirational stories about entrepreneurs

Ads & Data

Made in offers **regional business news** and focusses on success, innovation and growth within companies: from start-ups to big businesses. **We inform, inspire, advice and connect them.**



Source: Made in 2022

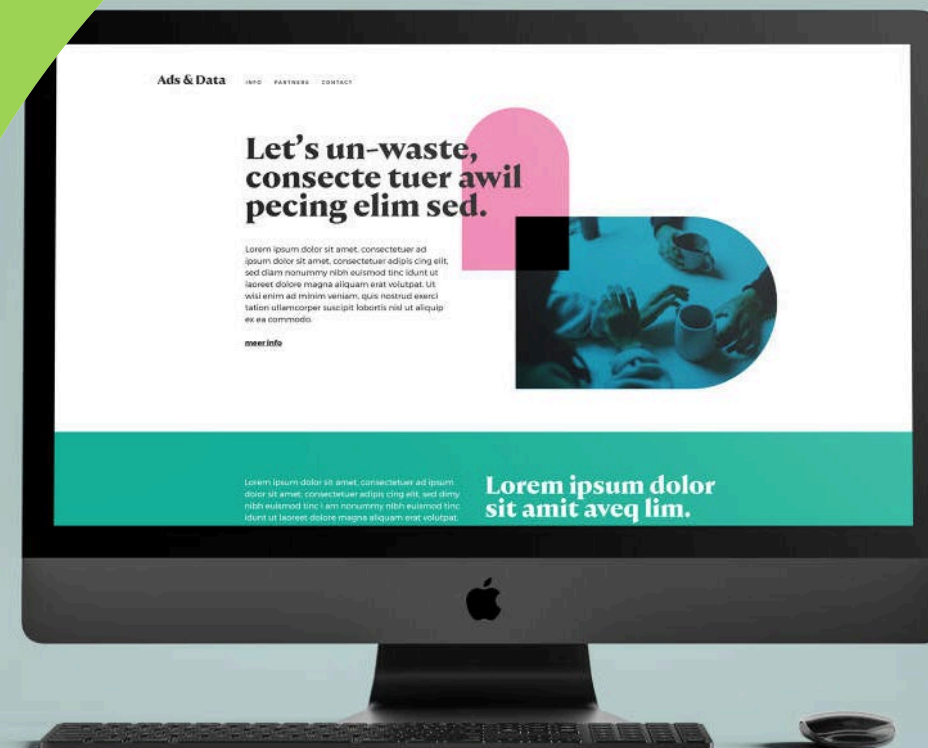


Ads & Data

Contexts

Sport

Entertainment



Sport sporza.



Ads & Data



Sport context reaches around **1,7mio** site users every month

Digital



Sporza.be reaches of around **525.000** viewers per month

Digital



69 % of Sport context site visitors are **male**

Digital



127 mio video views per month on sportcontext

Digital



51 % of Sport context site visitors are **upper social class**

Digital



3.3 mio video views per month on Sporza.be

Digital



Entertainment In numbers



Ads & Data



Entertainment
context reaches of
around **1,7 mio**
site users per month

Digital



EEN reaches of
around
910.000
sites users per month

Digital



47% of the users
are **under the age of**
44

Digital



10,7 mio
video views per month
on entertainment
context

Digital



MNM reaches of
around **71.000**
video viewers per
month

Digital



58 %
of the entertainment
site visitors are **female**

Digital



VRAGEN ROND CIJFERS?

insightsandstrategy@adsanddata.be

sander.verniers@adsanddata.be