



# FULL HOUSE



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# Full House

Think  
Global,  
**Act Local**

The push and pull combination of De Streekkrant, De Zondag, Steps City Magazine, Krant van West-Vlaanderen and Proxistore Online guarantees a total reach of 3,403,001\* people and a significant ROI.

**Roularta Local Media**  
your first partner

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**FULL HOUSE**  
L'OFFRE LA PLUS ATTRAYANTE DE BELGIQUE  
POWERED BY STREEKKRANT & VLAN

Close to the local consumer

Close to the local reader

Close contact between shop and consumer

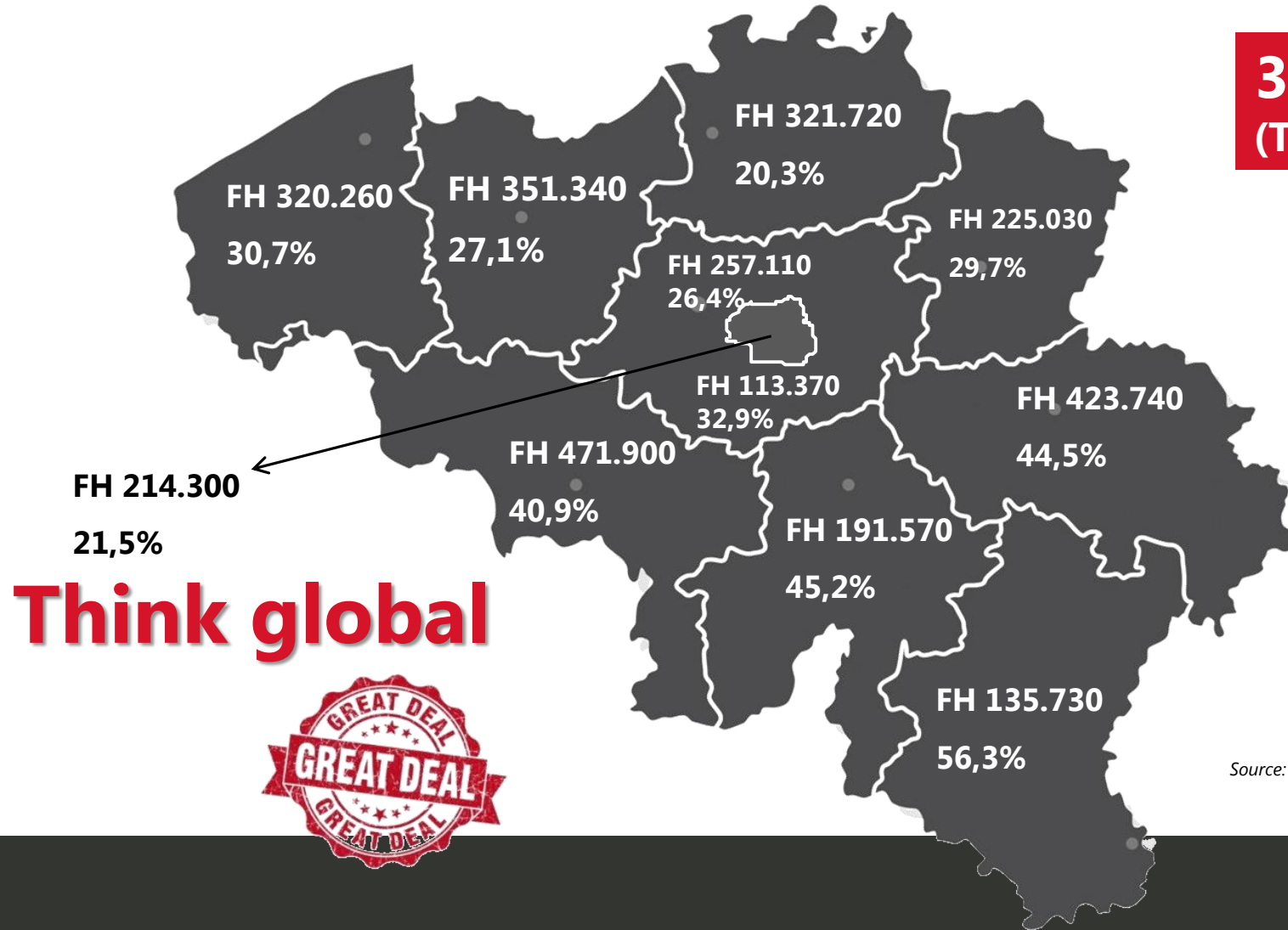
➤ **Store traffic builder**





# Great Deal

**3.026.080 readers**  
(Taux de couverture 31%)



**Think global**



Source: CIM 2018 Print + Digital (12+)

**FULL HOUSE**



~~1/1 page: 138.092 EUR~~

77.406 EUR



± 31% of the Belgians

3.026.080  
Belgians (12+)

## The Full House Pack

31% de la population 12 ans & +  
lit un titre du Groupe Vlan + Deze Week

1/2 page:

~~81.374 EUR~~

43.992 EUR

1/4 page:

~~48.589 EUR~~

21.708 EUR\*

\* Sur base couponing



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