



# 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**  
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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

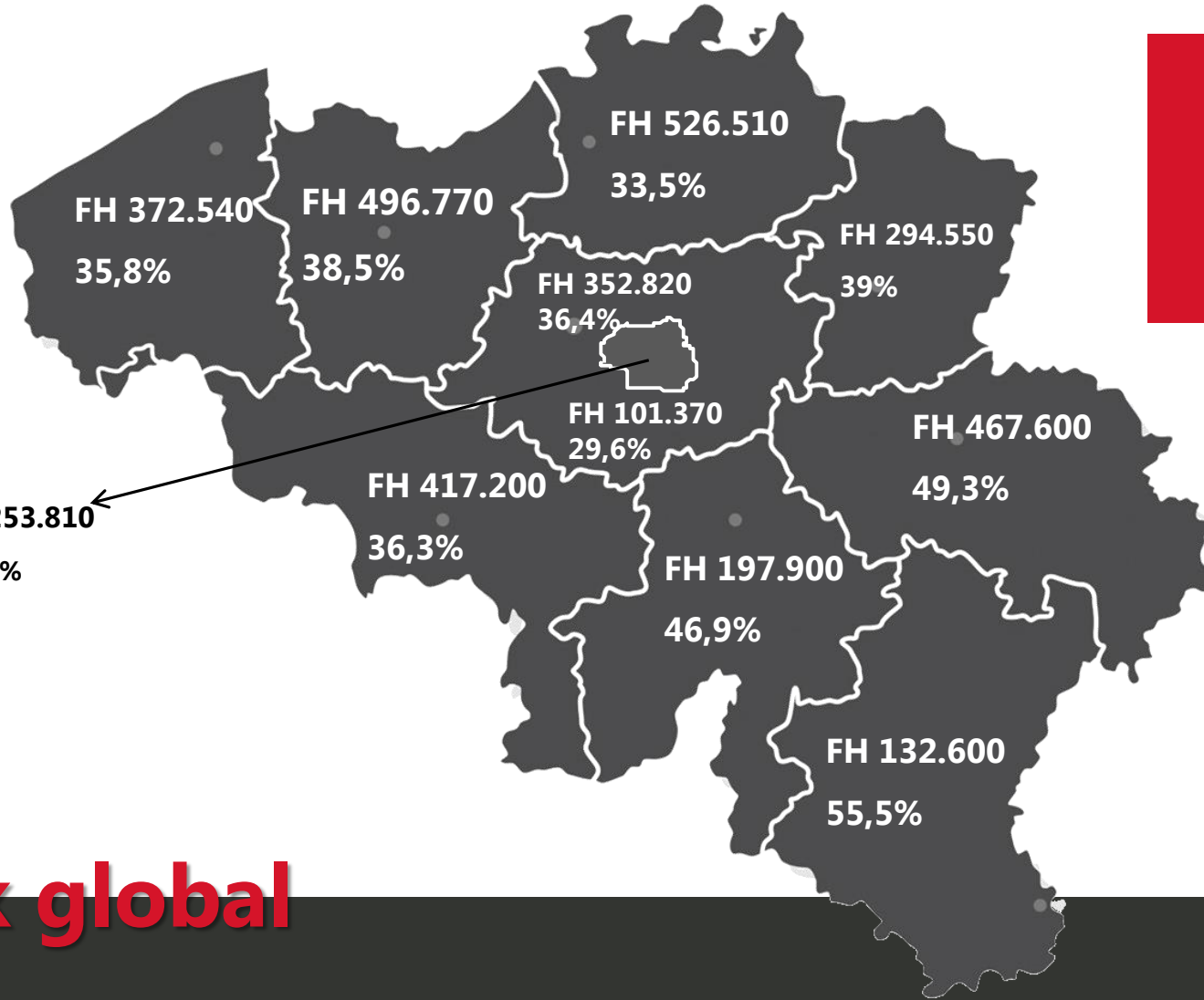
Close contact between shop and consumer

➤ **Store traffic builder**





# Great Deal



**3.613.700**  
**readers**  
**Taux de couverture**  
**37,2%**

Source: Enquête lecteurs CIM 2017 Paper + Digital (12+)



## Think global

# FULL HOUSE



~~1/1 page: 154.146 EUR~~

76.177 EUR

The Full House Pack

37% de la population 12ans & +

Lit un titre du Groupe Vlan + Deze Week

**FULL HOUSE**



± 37% of the Belgians

3.613.700  
Belgians (12+)

1/2 page:

~~90.854 EUR~~

43.268 EUR

1/4 page:

~~49.950 EUR~~

21.389 EUR\*

\* Sur base couponing

# Les Contacts



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*Tout, près de chez vous*

