

MEDIA KIT 2021

100% BELGIAN NEWS MAGAZINE !



SOIRMAG AND IT' S WEBSITE SOIRMAG. BE

Offers a very exclusive content with a focused editorial on Belgian royalty, people and infotainment.

Positioned as a real investigative weekly magazine, Soir mag leads the investigation and is always looking for new information and scoop.

SPECIALS AT SOIR MAG...

Throughout the year, SOIR MAG publishes several specials around points of interest or specific targets. Health, quizz, real estate, lifestyle, seniors... are all specials issues that meet the readers interests.

While respecting journalistic independence, soir mag is open to creative & native actions to the extent of its readership, both online and offline.

KEYFACTS*

Readers	408.560	Frequency	Weekly (Wednesday)
Women	49,1%	Subscribers	16.000 ex.
Men	50,9%	Average Print Run	65.000 ex.
SG 1-4	54,2%	Language	French
PRP	73,5%		
25-64 Y.	64,2%		

*Source : CIM Brand | 12+ | 2020

100% BELGIAN NEWS MAGAZINE !

RATES 2021

2/1 PAGE	9.990 €
1/1 PAGE	4.995 €
2 x ½ PAGE	6.490 €
½ PAGE	3.250 €
¼ PAGE	1.755 €

PREMIUM POSITION

COVER 2	6.750 €
COVER 3	6.115 €
COVER 4	6.995 €
PRIMA POSTA	6.490 €

TOPICS SPECIALS 2021

MONTH	WEEK	ISSUE DATE	TOPICS SPECIALS
January	1	06/01	AUTO
February	8	24/02	BATIBOUW IMMO CONSTRUCTION
March	11 13	17/03 31/03	SENIORS SPÉCIAL BRABANT WALLON
April	14	07/04	ESCAPADES WEEKEND DÉCOUVERTES
May	18	05/05	HÉRITAGES & DONATIONS CARITATIF
June	22 24	02/06 16/06	ÉPARGNE PLACEMENTS FISCALITÉ PHARMACIE ÉTÉ VACANCES
July	27	07/07	IMMO 2 ^e RÉSIDENCE
August	34	25/08	DIÉTÉTIQUE & NUTRITION
September	36	08/09	MOBILITÉ LEASING AUTO POUR 50+ ?
October	40	06/10	GREEN ATTITUDE DÉVELOPPEMENT DURABLE COMMERCE LOCAL
November	46 47	17/11 24/11	SPÉCIAL MONS SÉNIORS
December	48	01/12	FÊTES DE FIN D'ANNÉE




KEYFACTS ONLINE

Women 50,0%

Men 50,0%

25-64 Y. 75,0%

PRP 73,0%

ONLINE *

U.B./Month 1.334.000

P.V./Month 2.223.000

Visits/Month 1.814.000

ORIGIN OF VISITS | DEVICE **

Desktop 18%

Mobile 75%

Tablet 7%

*Source : CIM Internet trafic March-Sept 2020

** Google Analytics March-Sept 2020

Adresse d'envois des matériels: Studio@rossel.be

Contact : Vanessa Corthouts | Senior Account Manager
 T +32 2 225 58 18 | M +32 475 85 57 87 | E vanessa.corthouts@rossel.be