

Mediazine

INNOVATE YOUR LIFE

49%

NUMBER OF
CONSUMERS
WHO MADE
A PURCHASE
AFTER READING
MEDIAZINE*

51%

NUMBER OF
MEDIAZINE
READERS IN
SOCIAL CLASSES
1 AND 2*

MEDIAZINE BELGIUM

- * Circulation: 100,000 copies
- * Language: Dutch and French
- * Publication: monthly, excluding January

MAGAZINE PROFILE

With Mediazine, Media Markt offers its customers and other readers a comprehensive lifestyle and electronics magazine. Each issue is packed with articles on novelties in the world of Mobile & Digital, Image & Sound, Lifestyle & Wellness, Kitchen & Household, and Entertainment. There is plenty of room for advertising opportunities and for sponsored editorial pieces expanding on specific products.

Mediazine Belgium is published eleven times a year, has a circulation of 100,000, and is distributed through every Media Markt store. Advertising in Mediazine (subject to the approval of the editor) means that you can communicate your message directly to the customers of Media Markt and the readers of Mediazine in a targeted and effective manner.

DISTRIBUTION

Each month, except January, the new issue of Mediazine Belgium is available for free in every Media Markt store. In addition, a limited circulation of Mediazine is sent to professional offices and organisations.



* source: GfK Belgium Mediazine Test 2014

PUBLICITY RATES MEDIAZINE

1/1 ad: €4,000 (VAT excl.)

(February, March, April, July, August, September, October)

1/1 ad: €6,500 (VAT excl.)

(May, June, November, December)

TECHNICAL SPECIFICATIONS

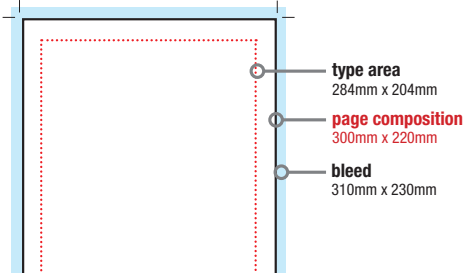
Advertisements (PDF's certified by Medibel) should be sent to thierry@customregie.be.

PAGE LAYOUT

- bleed around the page: 5mm
- type area: margins within 8mm (preferably 12mm)
- page composition: the size of the cut magazine: height 300mm x width 220mm
- spread/pano page: height 310mm x width 450mm (including 5mm bleed)

All essential information (text, logos etc.) within the type area.

EXAMPLE



CALENDAR 2015-2016

The advertisements will be reserved at the latest two months before the publication date. The material has to be delivered one month before publication.

EDITION	RESERVATION DATE	DELIVERY DATE	PUBLICATION DATE
June	01/04/2015	04/05/2015	1st week of June 2015
July	04/05/2015	01/06/2015	1st week of July 2015
August	01/06/2015	01/07/2015	1st week of August 2015
September	01/07/2015	03/08/2015	1st week of September 2015
October	03/08/2015	01/09/2015	1st week of October 2015
November	01/09/2015	01/10/2015	1st week of November 2015
December	01/10/2015	02/11/2015	1st week of December 2015
February	01/12/2015	04/01/2016	1st week of February 2016
March	04/01/2016	01/02/2016	1st week of March 2016
April	01/02/2016	01/03/2016	1st week of April 2016
May	01/03/2016	01/04/2016	1st week of May 2016