

2025

PRINT RATES

Ads & Data



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01 REACH

REACH & CIRCULATION

WEEKDAYS

NEWSPAPER	REACH	CIRCULATION	
		PRINT	DIGITAL
DE STANDAARD			
ALL EDITIONS	390.400	50.000	61.000
WEST-FLANDERS	74.500	9.500	
EAST-FLANDERS	97.420	12.500	
ANTWERP	98.135	12.700	
FLEMISH BRABANT AND BRUSSELS	90.975	11.700	
LIMBURG	29.370	3.600	
GAZET VAN ANTWERPEN			
ALL EDITIONS	366.490	45.000	19.000
STAD & RAND	193.170	23.800	
KEMPEN	108.420	13.000	
MECHELEN / WAAS	64.900	8.200	
HET BELANG VAN LIMBURG			
ALL EDITIONS	328.670	56.000	40.500

NEWSPAPER	REACH	CIRCULATION	
		PRINT	DIGITAL
NIEUWSBLAD			
ALL EDITIONS	833.480	133.000	52.500
BRUGGE-OOSTENDE-WESTHOEK	118.490	18.400	
KORTRIJK ROESELARE	134.750	21.400	
EEKLO-DEINZE-VLAAMSE ARDENNEN	132.425	20.700	
DE GENTENAAR	78.410	12.700	
DENDER-WAASLAND	119.070	18.600	
PAJOT BRUSSEL RAND	67.375	11.000	
LEUVEN-HAGELAND-HASPENGOUW	75.505	12.300	
ANTWERP-MECHELEN-LIER	52.275	8.800	
KEMPEN- NOORD-LIMBURG	55.180	9.100	
PROVINCES			
WEST-FLANDERS	253.240	39.800	
EAST-FLANDERS	329.905	52.000	
FLEMISH BRABANT	142.885	23.300	
ANTWERP	107.450	17.900	

Bron: CIM Pers 2024 Paper+Digital - LLP, 16+

REACH & CIRCULATION

WEEKEND

NEWSPAPER	REACH	CIRCULATION	
		PRINT	DIGITAL
DE STANDAARD			
NEWSPAPER	390.400	102.000	61.000
DS MAGAZINE	339.040	102.000	61.000
DS WEEKBLAD	334.990	102.000	61.000
GAZET VAN ANTWERPEN			
NEWSPAPER	366.490	63.000	19.000
CITTA	/	63.000	19.000
GVA WKND	/	63.000	19.000
HET BELANG VAN LIMBURG			
NEWSPAPER	328.670	75.000	40.500
DE MARKT HBVL	/	75.000	

NEWSPAPER	REACH	CIRCULATION	
		PRINT	DIGITAL
NIEUWSBLAD			
NEWSPAPER	833.480	174.000	52.500
NB WKND	/	174.000	
NIEUWSBLAD HET BELANG VAN LIMBURG GAZET VAN ANTWERPEN			
BILLIE	639.590	312.000	112.000

Bron: CIM Pers 2024 Paper+Digital - LLP, 16+



02

NEWSPAPERS

FORMATS NEWSPAPERS

DE STANDAARD | NIEUWSBLAD | GAZET VAN ANTWERPEN | HET BELANG VAN LIMBURG

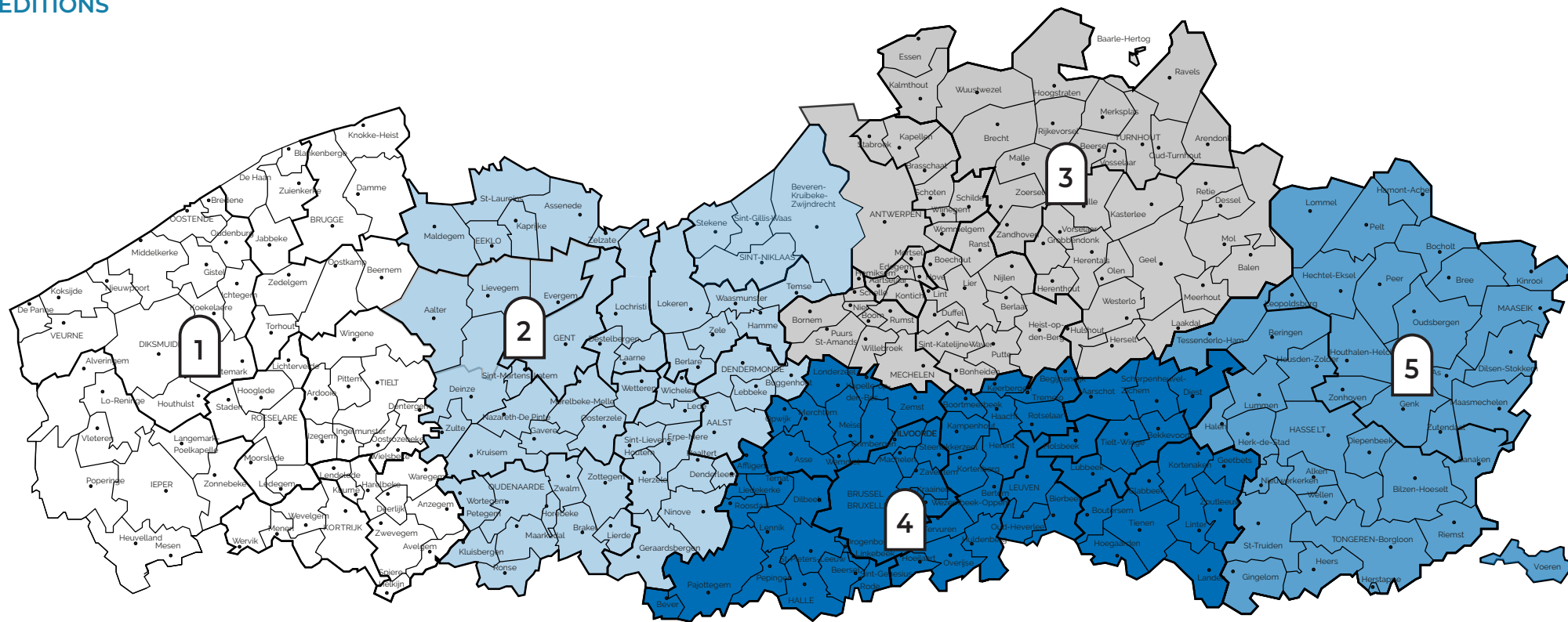


	ART 1 000	ART 750	ART 500	ART 250	ACC 100	ACC 50	ACC 2	AP 400	AP 200	AP 100	AP 50	REGIO SPOT *	PANO**	1/2 PANO **
WIDTH X HEIGHT (MM)	255X380	200X255	255X203	148X203	255X100	255X50	97X380	200X100	97X100	97X50	47X50	97X50	532X380	532X203
WIDTH IN COLUMNS	5 COL	4 COL	5 COL	3 COL	5 COL	5 COL	2 COL	4 COL	2 COL	2 COL	1 COL	2 COL	10 COL	10 COL

* on front page
** format on request

DE STANDAARD

EDITIONS



- 1 West-Flanders
- 2 East-Flanders
- 3 Antwerp
- 4 Flemish Brabant & Brussels
- 5 Limburg

Note: not on Mondays

DE STANDAARD

RATES 2025 | WEEKDAYS & WEEKEND



REACH	X	CPM RATE	X	FORMAT		RATES	
		WEEK			INDEX	WEEK	WEEKEND
390.400	x	€ 21,41	x	ART 1000	300%	€ 25.075	€ 28.836
				ART 750	275%	€ 22.986	€ 26.434
				ART 500	180%	€ 15.045	€ 17.302
				ART 250	100%	€ 8.358	€ 9.612
				ACC 100	100%	€ 8.358	€ 9.612
				ACC 50	50%	€ 4.179	€ 4.806
				ACC 2	160%	€ 13.374	€ 15.380
				AP 400	73%	€ 6.102	€ 7.017
				AP 200	36%	€ 3.009	€ 3.460
				AP 100	20%	€ 1.672	€ 1.923
				AP 50	10%	€ 836	€ 961
				PANO*	500%	€ 41.792	€ 48.061
				1/2 PANO*	400%	€ 33.434	€ 38.449

* format on request

DE STANDAARD

RATES 2025 | EDITIONS

WEEK	FORMAT	WEST-FLANDERS	EAST-FLANDERS	FLEMISH-FLANDERS & BRUSSELS	ANTWERP	LIMBURG	WEEKEND	FORMAT	WEST-FLANDERS	EAST-FLANDERS	FLEMISH-FLANDERS & BRUSSELS	ANTWERP	LIMBURG
	ART 1000	---	---	---	---	---		ART 1000	€ 3.881	€ 6.150	€ 5.242	€ 8.058	€ 2.290
	ART 750	---	---	---	---	---		ART 750	---	---	---	---	---
	ART 500	€ 2.025	€ 3.209	€ 2.735	€ 4.204	€ 1.195		ART 500	€ 2.329	€ 3.690	€ 3.145	€ 4.835	€ 1.374
	ART 250	€ 1.125	€ 1.783	€ 1.519	€ 2.336	€ 664		ART 250	€ 1.294	€ 2.050	€ 1.747	€ 2.686	€ 764
	ACC 100	€ 1.125	€ 1.783	€ 1.519	€ 2.336	€ 664		ACC 100	€ 1.294	€ 2.050	€ 1.747	€ 2.686	€ 764
	ACC 50	€ 562	€ 891	€ 760	€ 1.168	€ 332		ACC 50	€ 646	€ 1.025	€ 874	€ 1.343	€ 382
	ACC 2	€ 1.800	€ 2.852	€ 2.431	€ 3.737	€ 1.062		ACC 2	€ 2.070	€ 3.280	€ 2.796	€ 4.298	€ 1.221
	AP 400	€ 821	€ 1.302	€ 1.109	€ 1.705	€ 485		AP 400	€ 944	€ 1.497	€ 1.275	€ 1.961	€ 557
	AP 200	€ 405	€ 642	€ 547	€ 841	€ 239		AP 200	€ 466	€ 738	€ 629	€ 967	€ 275
	AP 100	€ 225	€ 357	€ 304	€ 467	€ 133		AP 100	€ 259	€ 411	€ 350	€ 537	€ 153
	AP 50	€ 112	€ 178	€ 152	€ 234	€ 66		AP 50	€ 129	€ 205	€ 175	€ 269	€ 76
	REGIOSPOT*	€ 1.125	€ 1.785	€ 1.520	€ 2.335	€ 665		REGIOSPOT*	€ 1.295	€ 2.055	€ 1.750	€ 2.685	€ 765
	PANO	---	---	---	---	---		PANO	---	---	---	---	---

* on front page
Note: **Edition ads are not possible on Mondays.**

DE STANDAARD

SUPPLEMENTS 2025



SUPPLEMENTS AD RATE X PAGE INDEX	ART 1000	ART 750	ART 500	ART 250	ACC 100	ACC 50	ACC 2	AP 400	AP 200	AP 100	AP 50	PANO	1/2 PANO
PAGE 1						5				5	5		
PAGE 3					2	2		2	2	2	2		
PAGE 5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5		
PAGE 7 & 9	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25		
OTHER SPECIFIC PAGES	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25

DEADLINES RESERVATION

WEEKDAY ALL EDITIONS & WEEKDAY + WEEKEND SUB EDITIONS

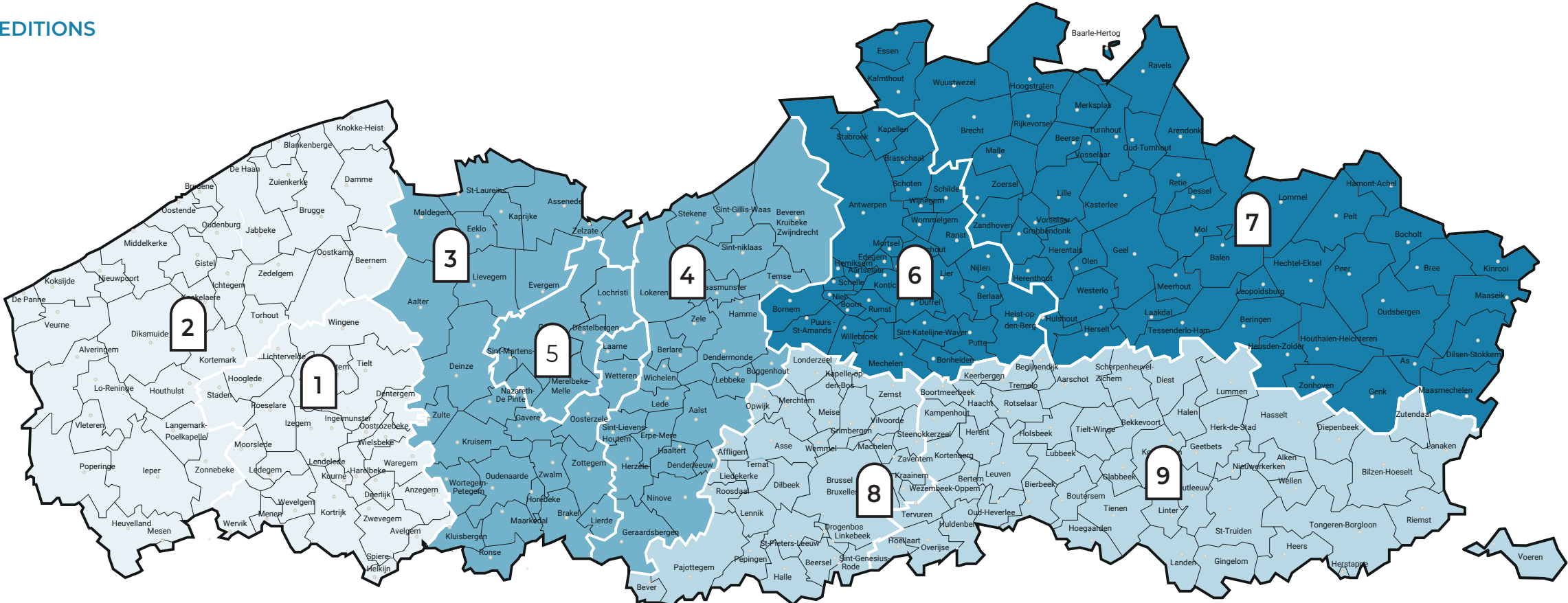
- Reservation order: date of publication -2 working days at 11h30
- Ad material ready to be published: date of publication -2 working days at 11h30
- Material for ad to be designed: date of publication -5 working days at 11h30
- In case of federal holidays: use normal deadlines -1 working day extra.

WEEKEND ALL EDITIONS

- Reservation order: date of publication -5 working days at 15h
- Ad material ready to be published: date of publication -3 working days at 11h30
- Material for ad to be designed: date of publication -5 working days at 15h
- In case of federal holidays: use normal deadlines -1 working day extra.

NIEUWSBLAD

EDITIONS



West-Flanders

- 1 Kortrijk Roeselare
- 2 Brugge-Oostende-Westhoek

East-Flanders

- 3 Eeklo-Deinze-Vlaamse Ardennen
- 4 Dender-Waasland
- 5 Gent (De Gentenaar)

Antwerp

- 6 Antwerpen-Mechelen-Lier
- 7 Kempen-Noord-Limburg

Flemish Brabant & Brussels

- 8 Pajot Brussel Rand
- 9 Leuven-Hageland-Haspengouw

NIEUWSBLAD

RATES 2025 | WEEKDAYS & WEEKEND



REACH	X	CPM RATE	X	FORMAT		RATES	
		WEEK			INDEX	WEEK	WEEKEND
833.480	x	€ 13,14	x	ART 1000	300%	€ 32.856	€ 37.784
				ART 750	275%	€ 30.118	€ 34.636
				ART 500	180%	€ 19.713	€ 22.670
				ART 250	100%	€ 10.952	€ 12.595
				ACC 100	100%	€ 10.952	€ 12.595
				ACC 50	50%	€ 5.476	€ 6.297
				ACC 2	160%	€ 17.523	€ 20.151
				AP 400	73%	€ 7.995	€ 9.194
				AP 200	36%	€ 3.943	€ 4.534
				AP 100	20%	€ 2.190	€ 2.519
				AP 50	10%	€ 1.095	€ 1.259
				PANO*	500%	€ 54.760	€ 62.974
				1/2 PANO*	400%	€ 43.808	€ 50.379

* format on request

NIEUWSBLAD

RATES 2025 | EDITIONS - WEEK

FORMAT	PROVINCE WEST-FLANDERS	BRUGGE OOSTENDE WESTHOEK	KORTRIJK ROESELARE	PROVINCE EAST-FLANDERS	GENTENAAR	EEKLO - DEINZE VLAAMSE ARDENNEN	DENDER WAASLAND	PROVINCE FLEMISH-BRABANT	PAJOT BRUSSEL RAND	LEUVEN HAGELAND HASPENGOUW	PROVINCE ANTWERP	ANTWERPEN MECHELEN LIER	KEMPEN NOORD LIMBURG
ART 1000	€ 7.293	€ 4.266	€ 4.851	€ 9.993	€ 3.011	€ 5.085	€ 4.395	€ 4.252	€ 2.506	€ 2.809	€ 3.507	€ 2.133	€ 2.251
ART 750	€ 6.686	€ 3.910	€ 4.447	€ 9.160	€ 2.760	€ 4.661	€ 4.029	€ 3.898	€ 2.297	€ 2.575	€ 3.215	€ 1.955	€ 2.064
ART 500	€ 4.376	€ 2.559	€ 2.911	€ 5.996	€ 1.807	€ 3.051	€ 2.637	€ 2.551	€ 1.504	€ 1.685	€ 2.104	€ 1.280	€ 1.351
ART 250	€ 2.431	€ 1.422	€ 1.617	€ 3.331	€ 1.004	€ 1.695	€ 1.465	€ 1.417	€ 835	€ 936	€ 1.169	€ 711	€ 750
ACC 100	€ 2.431	€ 1.422	€ 1.617	€ 3.331	€ 1.004	€ 1.695	€ 1.465	€ 1.417	€ 835	€ 936	€ 1.169	€ 711	€ 750
ACC 50	€ 1.216	€ 711	€ 809	€ 1.666	€ 502	€ 848	€ 733	€ 709	€ 418	€ 468	€ 585	€ 355	€ 375
ACC 2	€ 3.890	€ 2.275	€ 2.587	€ 5.330	€ 1.606	€ 2.712	€ 2.344	€ 2.268	€ 1.337	€ 1.498	€ 1.871	€ 1.138	€ 1.201
AP 400	€ 1.775	€ 1.038	€ 1.180	€ 2.432	€ 733	€ 1.237	€ 1.069	€ 1.034	€ 610	€ 683	€ 853	€ 519	€ 548
AP 200	€ 875	€ 512	€ 582	€ 1.199	€ 361	€ 610	€ 527	€ 510	€ 301	€ 337	€ 421	€ 256	€ 270
AP 100	€ 486	€ 284	€ 323	€ 666	€ 201	€ 339	€ 293	€ 283	€ 167	€ 187	€ 234	€ 142	€ 150
AP 50	€ 243	€ 142	€ 162	€ 333	€ 100	€ 170	€ 147	€ 142	€ 84	€ 94	€ 117	€ 71	€ 75
REGIOSPOT*	€ 2.430	€ 1.420	€ 1.615	€ 3.330	€ 1.005	€ 1.695	€ 1.465	€ 1.415	€ 835	€ 935	€ 1.170	€ 710	€ 750
PANO	€ 12.156	€ 7.109	€ 8.085	€ 16.655	€ 5.018	€ 8.475	€ 7.326	€ 7.087	€ 4.177	€ 4.681	€ 5.846	€ 3.555	€ 3.752

NIEUWSBLAD

RATES 2025 | EDITIONS - WEEKEND

FORMAT	PROVINCE WEST-FLANDERS	BRUGGE OOSTENDE WESTHOEK	KORTRIJK ROESELARE	PROVINCE EAST-FLANDERS	GENTENAAR	EEKLO - DEINZE VLAAMSE ARDENNEN	DENDER WAASLAND	PROVINCE FLEMISH-BRABANT	PAJOT BRUSSEL RAND	LEUVEN HAGELAND HASPENGOUW	PROVINCE ANTWERP	ANTWERPEN MECHELEN LIER	KEMPEN NOORD LIMBURG
ART 1000	€ 8.387	€ 4.906	€ 5.579	€ 11.492	€ 3.463	€ 5.848	€ 5.054	€ 4.890	€ 2.882	€ 3.230	€ 4.033	€ 2.453	€ 2.589
ART 750	€ 7.689	€ 4.497	€ 5.114	€ 10.534	€ 3.174	€ 5.360	€ 4.633	€ 4.483	€ 2.642	€ 2.961	€ 3.697	€ 2.248	€ 2.374
ART 500	€ 5.032	€ 2.943	€ 3.348	€ 6.895	€ 2.078	€ 3.509	€ 3.033	€ 2.934	€ 1.730	€ 1.938	€ 2.420	€ 1.472	€ 1.554
ART 250	€ 2.796	€ 1.635	€ 1.860	€ 3.831	€ 1.155	€ 1.949	€ 1.685	€ 1.630	€ 960	€ 1.076	€ 1.344	€ 818	€ 863
ACC 100	€ 2.796	€ 1.635	€ 1.860	€ 3.831	€ 1.155	€ 1.949	€ 1.685	€ 1.630	€ 960	€ 1.076	€ 1.344	€ 818	€ 863
ACC 50	€ 1.398	€ 818	€ 930	€ 1.916	€ 577	€ 975	€ 843	€ 815	€ 481	€ 538	€ 673	€ 408	€ 431
ACC 2	€ 4.474	€ 2.616	€ 2.975	€ 6.130	€ 1.847	€ 3.119	€ 2.696	€ 2.608	€ 1.538	€ 1.723	€ 2.152	€ 1.309	€ 1.381
AP 400	€ 2.041	€ 1.194	€ 1.358	€ 2.797	€ 843	€ 1.423	€ 1.230	€ 1.190	€ 701	€ 785	€ 981	€ 597	€ 630
AP 200	€ 1.007	€ 589	€ 670	€ 1.379	€ 416	€ 702	€ 607	€ 587	€ 346	€ 387	€ 484	€ 294	€ 311
AP 100	€ 559	€ 327	€ 371	€ 766	€ 231	€ 390	€ 337	€ 325	€ 192	€ 215	€ 269	€ 163	€ 173
AP 50	€ 279	€ 163	€ 186	€ 383	€ 115	€ 196	€ 169	€ 163	€ 97	€ 108	€ 135	€ 82	€ 86
REGIOSPOT*	€ 2.795	€ 1.635	€ 1.855	€ 3.830	€ 1.155	€ 1.950	€ 1.685	€ 1.625	€ 960	€ 1.075	€ 1.345	€ 815	€ 865
PANO	€ 13.979	€ 8.175	€ 9.298	€ 19.153	€ 5.771	€ 9.746	€ 8.425	€ 8.150	€ 4.804	€ 5.383	€ 6.723	€ 4.088	€ 4.315

NIEUWSBLAD

SUPPLEMENTS 2025



SUPPLEMENTS AD RATE X PAGE INDEX	ART 1000	ART 750	ART 500	ART 250	ACC 100	ACC 50	ACC 2	AP 400	AP 200	AP 100	AP 50	PANO	1/2 PANO
PAGE 1						5			5	5	5		
PAGE 3					2	2		2	2	2	2		
PAGE 5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5		
PAGE 7 & 9	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25		
LAST PAGE					3								
1ST PAGE REGIO						1,5				1,5	1,5		
OTHER SPECIFIC PAGES	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25

DEADLINES RESERVATION

WEEKDAY ALL EDITIONS & WEEKDAY + WEEKEND SUB EDITIONS

Reservation order: date of publication -2 working days at 11h30

Ad material ready to be published: date of publication -2 working days at 11h30

Material for ad to be designed: date of publication -5 working days at 11h30

In case of federal holidays: use normal deadlines -1 working day extra.

WEEKEND ALL EDITIONS

Reservation order: date of publication -5 working days at 15h

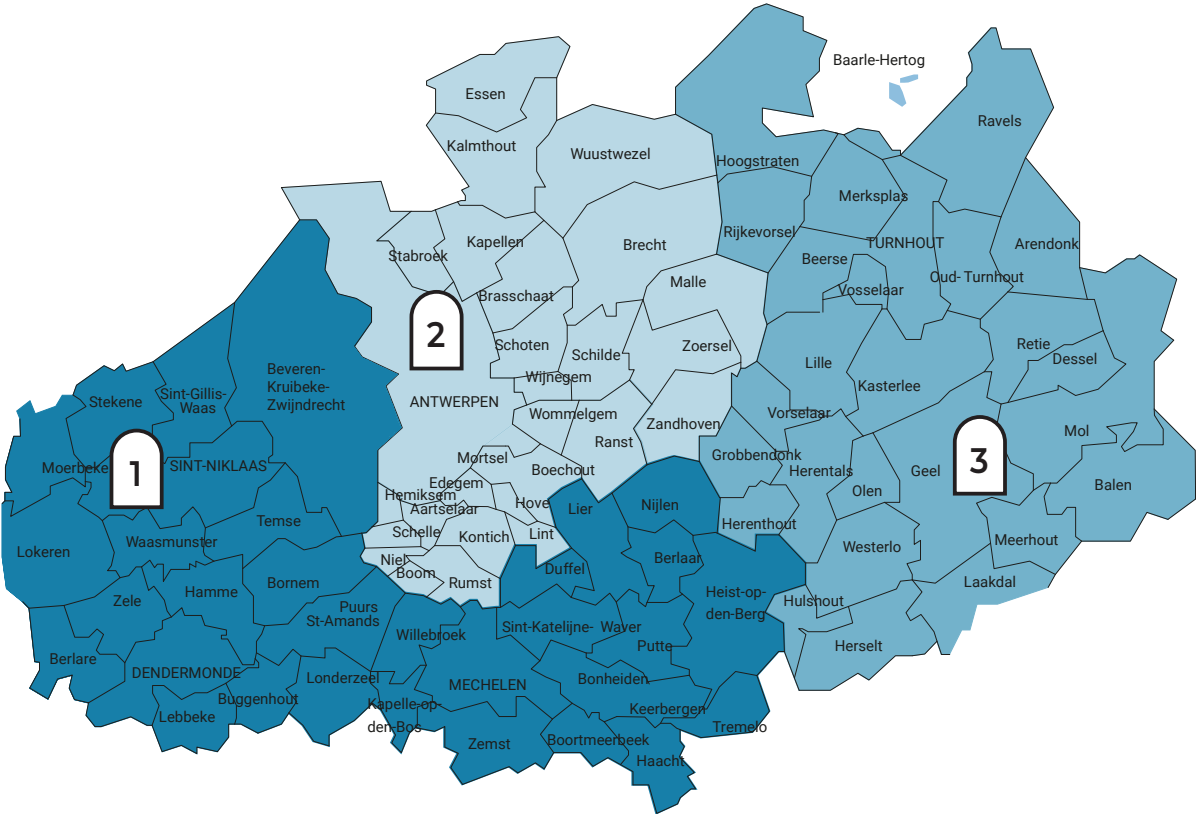
Ad material ready to be published: date of publication -3 working days at 11h30

Material for ad to be designed: date of publication -5 working days at 15h

In case of federal holidays: use normal deadlines -1 working day extra.

GAZET VAN ANTWERPEN

EDITIONS



- 1 Mechelen / Waas
- 2 Stad & Rand
- 3 Kempen

GAZET VAN ANTWERPEN

RATES 2025 | WEEKDAYS & WEEKEND



REACH	X	CPM RATE	X	FORMAT		RATES	
		WEEK			INDEX	WEEK	WEEKEND
366.490	x	10,74	x	ART 1000	300%	€ 11.808	€ 13.579
				ART 750	275%	€ 10.824	€ 12.448
				ART 500	180%	€ 7.085	€ 8.148
				ART 250	100%	€ 3.936	€ 4.526
				ACC 100	100%	€ 3.936	€ 4.526
				ACC 50	50%	€ 1.968	€ 2.263
				ACC 2	160%	€ 6.298	€ 7.243
				AP 400	73%	€ 2.873	€ 3.304
				AP 200	36%	€ 1.417	€ 1.630
				AP 100	20%	€ 787	€ 905
				AP 50	10%	€ 394	€ 453
				PANO*	500%	€ 19.681	€ 22.633
				1/2 PANO*	400%	€ 15.744	€ 18.106

* format on request

GAZET VAN ANTWERPEN

RATES 2025 | EDITIONS

WEEK	FORMAT	STAD & RAND	KEMPEN	MECHELEN/WAAS
	ART 1000	€ 6.954	€ 3.903	€ 2.336
	ART 750	€ 6.375	€ 3.578	€ 2.142
	ART 500	€ 4.172	€ 2.342	€ 1.402
	ART 250	€ 2.318	€ 1.301	€ 779
	ACC 100	€ 2.318	€ 1.301	€ 779
	ACC 50	€ 1.159	€ 651	€ 389
	ACC 2	€ 3.709	€ 2.082	€ 1.246
	AP 400	€ 1.692	€ 950	€ 569
	AP 200	€ 834	€ 468	€ 280
	AP 100	€ 464	€ 260	€ 156
	AP 50	€ 232	€ 130	€ 78
	REGIOSPOT*	€ 2.320	€ 1.300	€ 780
	PANO	€ 11.590	€ 6.505	€ 3.894

WEEKEND	FORMAT	STAD & RAND	KEMPEN	MECHELEN/WAAS
	ART 1000	€ 7.997	€ 4.488	€ 2.686
	ART 750	€ 7.331	€ 4.115	€ 2.463
	ART 500	€ 4.798	€ 2.693	€ 1.612
	ART 250	€ 2.666	€ 1.496	€ 896
	ACC 100	€ 2.666	€ 1.496	€ 896
	ACC 50	€ 1.333	€ 749	€ 447
	ACC 2	€ 4.265	€ 2.394	€ 1.433
	AP 400	€ 1.946	€ 1.092	€ 654
	AP 200	€ 960	€ 539	€ 323
	AP 100	€ 534	€ 299	€ 179
	AP 50	€ 267	€ 150	€ 90
	REGIOSPOT*	€ 2.670	€ 1.495	€ 895
	PANO	€ 13.329	€ 7.481	€ 4.478

* on front page

GAZET VAN ANTWERPEN

SUPPLEMENTS 2025



SUPPLEMENTS AD RATE X PAGE INDEX	ART 1000	ART 750	ART 500	ART 250	ACC 100	ACC 50	ACC 2	AP 400	AP 200	AP 100	AP 50	PANO	1/2 PANO
PAGE 1						5			5	5	5		
PAGE 3					2	2		2	2	2	2		
PAGE 5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5		
PAGE 7 & 9 (9 ONLY WEEKDAYS)	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25		
LAST PAGE					3								
1ST PAGE REGIO					1,5	1,5		1,5	1,5	1,5	1,5		
OTHER SPECIFIC PAGES	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25

DEADLINES RESERVATION

WEEKDAY ALL EDITIONS & WEEKDAY + WEEKEND SUB EDITIONS

Reservation order: date of publication -2 working days at 11h30

Ad material ready to be published: date of publication -2 working days at 11h30

Material for ad to be designed: date of publication -5 working days at 11h30

In case of federal holidays: use normal deadlines -1 working day extra.

WEEKEND ALL EDITIONS

Reservation order: date of publication -5 working days at 15h

Ad material ready to be published: date of publication -3 working days at 11h30

Material for ad to be designed: date of publication -5 working days at 15h

In case of federal holidays: use normal deadlines -1 working day extra.

HET BELANG VAN LIMBURG



HET BELANG VAN LIMBURG

RATES 2025 | WEEKDAYS & WEEKEND



REACH	X	CPM RATE	X	FORMAT		RATES	
		WEEK			INDEX	WEEK	WEEKEND
328.670	X	14,35	X	ART 1000	300%	€ 14.149	€ 16.271
				ART 750	275%	€ 12.970	€ 14.916
				ART 500	180%	€ 8.490	€ 9.764
				ART 250	100%	€ 4.716	€ 5.423
				ACC 100	100%	€ 4.716	€ 5.423
				ACC 50	50%	€ 2.358	€ 2.712
				ACC 2	160%	€ 7.546	€ 8.678
				AP 400	73%	€ 3.443	€ 3.959
				AP 200	36%	€ 1.698	€ 1.953
				AP 100	20%	€ 943	€ 1.084
				AP 50	10%	€ 472	€ 543
				PANO*	500%	€ 23.582	€ 27.119
				1/2 PANO*	400%	€ 18.866	€ 21.696

* format on request

HET BELANG VAN LIMBURG

SUPPLEMENTS 2025



SUPPLEMENTS AD RATE X PAGE INDEX	ART 1000	ART 750	ART 500	ART 250	ACC 100	ACC 50	ACC 2	AP 400	AP 200	AP 100	AP 50	PANO	1/2 PANO
PAGE 1						5			5	5	5		
PAGE 3					2	2		2	2	2	2		
PAGE 5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5	1,5		
PAGE 7 & 9 (9 ONLY WEEKDAYS)	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25		
LAST PAGE					3								
1ST PAGE REGIO					1,5	1,5		1,5	1,5	1,5	1,5		
OTHER SPECIFIC PAGES	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25	1,25

DEADLINES RESERVATION

WEEKDAY ALL EDITIONS & WEEKDAY + WEEKEND SUB EDITIONS

Reservation order: date of publication -2 working days at 11h30

Ad material ready to be published: date of publication -2 working days at 11h30

Material for ad to be designed: date of publication -5 working days at 11h30

In case of federal holidays: use normal deadlines -1 working day extra.

WEEKEND ALL EDITIONS

Reservation order: date of publication -5 working days at 15h

Ad material ready to be published: date of publication -3 working days at 11h30

Material for ad to be designed: date of publication -5 working days at 15h

In case of federal holidays: use normal deadlines -1 working day extra.

03

MAGAZINES & SUPPLEMENT

DE STANDAARD MAGAZINE

RATES 2025



	1/1 PAGE							PANO		
WIDTH X HEIGHT (MM)	250 X 335 + 5MM BLEED ON 4 SIDES							500 X 335 + 5MM BLEED ON 4 SIDES		
PLACEMENT	-	COVER 2	COVER 3	COVER 4	PRIMA POSTA	SECUNDA POSTA	RIGHT SIDE	-	OPENING 2+3	PANO 4+5
ALL EDITIONS	€ 12.246	€ 15.920	€ 14.083	€ 18.369	€ 15.308	€ 14.695	€ 13.471	€ 24.492	€ 29.391	€ 26.941

DEADLINES RESERVATION

- Reservation order: date of publication -11 working days at 11h30 (Friday)
- Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)
- Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)
- Ad material ready to be published (cover): date of publication -9 working days at 11h30 (Tuesday)
- In case of federal holidays: use normal deadlines -1 working day extra.

DE STANDAARD WEEKBLAD

RATES 2025



	1/1 PAGE					PANO	
WIDTH X HEIGHT (MM)	220 X 285 + 5 MM BLEED ON 4 SIDES					440 X 285 + 5 MM BLEED ON 4 SIDES	
PLACEMENT	-	COVER 2	COVER 3	COVER 4	PRIMA POSTA	-	OPENING 2+3
ALL EDITIONS	€ 9.443	€ 12.276	€ 10.860	€ 14.165	€ 11.804	€ 18.887	€ 22.664

DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

BILLIE

RATES 2025



	1/1 PAGE						PANO	
WIDTH X HEIGHT (MM)	210 X 297 + 5 MM BLEED ON 4 SIDES						420 X 297 + 5 MM BLEED ON 4 SIDES	
PLACEMENT	-	COVER 2	COVER 3	COVER 4	PRIMA POSTA	RIGHT SIDE	-	OPENING 2+3
ALL EDITIONS	€ 7.502	€ 9.753	€ 8.628	€ 11.254	€ 9.378	€ 8.253	€ 15.005	€ 18.006
BILLIE HET BELANG VAN LIMBURG	€ 4.085	-	-	€ 6.128				
BILLIE NIEUWSBLAD FLEMISH-BRABANT	€ 1.585	-	-	€ 2.378				
BILLIE NIEUWSBLAD EAST-FLANDERS	€ 2.245	-	-	€ 3.368				
BILLIE NIEUWSBLAD WEST-FLANDERS	€ 2.170	-	-	€ 3.255				
BILLIE NIEUWSBLAD ANTWERP + GAZET VAN ANTWERPEN	€ 3.500	-	-	€ 5.250				

DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

WKND | NIEUWSBLAD

RATES 2025



	1/1 PAGE	COVER 2	ART 500	ACC 100	ACC 50	ACC 2	PANO	PANO OPENING 2+3
WIDTH X HEIGHT (MM)	255X380	255X380	255X203	255X100	255X50	97X380	532X380	
WIDTH IN COLUMNS	5 COL	5 COL	5 COL	5 COL	5 COL	2 COL	10 COL	
ALL EDITIONS	€ 9.970	€ 12.961	€ 5.325	€ 2.623	€ 1.312	€ 3.987	€ 14.950	€ 17.940

DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

WKND | GAZET VAN ANTWERPEN

RATES 2025



	1/1 PAGE	COVER 2	ACC 100	ACC50	PANO	PANO OPENING 2+3
WIDTH X HEIGHT (MM)	255X380	255X380	255X100	255X50	532X380	
WIDTH IN COLUMNS	5 COL	5 COL	5 COL	5 COL	10 COL	
ALL EDITIONS	€ 7.893	€ 10.261	€ 2.077	€ 1.039	€ 11.839	€ 14.207

DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

DE MARKT | HET BELANG VAN LIMBURG

RATES 2025



	1/1 PAGE	ACC 100	ACC50	PANO	PANO OPENING 2+3
WIDTH X HEIGHT (MM)	255X380	255X100	255X50	532X380	
WIDTH IN COLUMNS	5 COL	5 COL	5 COL	10 COL	
ALL EDITIONS	€ 6.027	€ 1.586	€ 793	€ 9.040	€ 10.848

DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

CITTA

RATES 2025



	1/1 PAGE					1/2 PAGE	PANO
WIDTH X HEIGHT (MM)	255X380					255X203	532X380
WIDTH IN COLUMNS	5 COL					5 COL	10 COL
PLACEMENT	-	COVER 2	COVER 3	COVER 4	RIGHT SIDE	-	-
RATES	€ 5.080	€ 6.604	€ 5.842	€ 7.620	€ 5.588	€ 3.555	€ 10.155

DEADLINES RESERVATION

Reservation order: date of publication -11 working days at 11h30 (Friday)

Material for ad to be designed: date of publication -11 working days at 11h30 (Friday)

Ad material ready to be published: date of publication -6 working days at 11h30 (Friday)

In case of federal holidays: use normal deadlines -1 working day extra.

04

INSERT
NEWSPAPERS &
MAGAZINES

INSERT NEWSPAPERS | NATIONAL CIRCULATION

PRINT + DIGITAL : WEEKEND & WEEKDAYS

RATES 2025 | WEEKEND

	CIRCULATION PRINT + DIGITAL	INSERT RATE PRINT + DIGITAL	NUMBER OF PRINT COPIES TO BE DELIVERED
DE STANDAARD	163.000	€ 31.609	102.000
NIEUWSBLAD	226.500	€37.283	174.000
GAZET VAN ANTWERPEN	82.000	€ 13.848	63.000
HET BELANG VAN LIMBURG	115.500	€ 17.592	75.000

RATES 2025 | WEEKDAYS

	CIRCULATION PRINT + DIGITAL	INSERT RATE PRINT + DIGITAL	NUMBER OF PRINT COPIES TO BE DELIVERED
DE STANDAARD	111.000	€ 18.941	50.000
NIEUWSBLAD	185.500	€ 30.604	133.000
GAZET VAN ANTWERPEN	64.000	€ 10.352	45.000
HET BELANG VAN LIMBURG	96.500	€ 14.317	56.000

DEADLINES RESERVATION

Reservation order: date of publication -30 working days (6 weeks)

In case of federal holidays: use normal deadline -1 working day extra

Inserts in Nieuwsblad will be inserted on 2 days depending on the editions. Inserting days always on demand and subject to availability. General conditions: <https://www.adsanddata.be/verkoopsvoorwaarden>. A specific inserting day can not be guaranteed. (4.2. Terms of sale); in exceptional circumstances a new date will be agreed. No agency commission on distribution or technical cost. Copies to be delivered at: Paal-Beringen, planningsverantwoordelijke inserts: planningdrukcentrum@coldsetprintingpartners.be. Tel.: 011/71.71.71. Technical specifications inserting: <https://www.adsanddata.be/en/techspecs/print/>.

INSERT NEWSPAPERS | REGIONAL CIRCULATION (EDITIONS)

PRINT: WEEKDAYS

RATES 2025 | DE STANDAARD

EDITIONS	INSERT RATE	NUMBER OF PRINT COPIES TO BE DELIVERED
WEST-FLANDERS	€ 2.685	9.500
EAST-FLANDERS	€ 3.510	12.500
FLEMISH-BRABANT	€ 3.275	11.700
ANTWERP	€ 3.535	12.700
LIMBURG*	€ 1.060	3.600

* This edition can only be bought in combination with another edition of the same title, due to the low circulation. Edition inserts are not possible on Mondays.

RATES 2025 | GAZET VAN ANTWERPEN

EDITIONS	INSERT RATE	NUMBER OF PRINT COPIES TO BE DELIVERED
STAD & RAND	€ 4.655	23.800
KEMPEN	€ 2.615	13.000
MECHELEN / WAAS	€ 1.565	8.200

DEADLINES RESERVATION

Reservation order: date of publication -30 working days (6 weeks)

In case of federal holidays: use normal deadline -1 working day extra

Inserts in Nieuwsblad will be inserted on 2 days depending on the editions. Inserting days always on demand and subject to availability. General conditions: <https://www.adsanddata.be/verkoopsvoorwaarden>. A specific inserting day can not be guaranteed. (4.2. Terms of sale); in exceptional circumstances a new date will be agreed. No agency commission on distribution or technical cost. Copies to be delivered at: Paal-Beringen, planningsverantwoordelijke inserts: planningdrukcentrum@coldsetprintingpartners.be. Tel.: 011/71.71.71. Technical specifications inserting: <https://www.adsanddata.be/en/techspecs/print/>.

INSERT NEWSPAPERS | REGIONAL CIRCULATION (EDITIONS)

PRINT: WEEKDAYS

RATES 2025 | NIEUWSBLAD

EDITIONS	INSERT RATE	NUMBER OF PRINT COPIES TO BE DELIVERED
BRUGGE-OOSTENDE-WESTHOEK	€ 3.755	18.400
KORTRIJK-ROESELARE	€ 4.270	21.400
EEKLO-DEINZE-VLAAMSE ARDENNEN	€ 4.195	20.700
DE GENTENAAR	€ 2.485	12.700
DENDER - WAASLAND	€ 3.770	18.600
PAJOT BRUSSEL RAND	€ 2.135	11.000
LEUVEN-HAGELAND-HASPENGOUW	€ 2.390	12.300
ANTWERPEN-MECHELEN-LIER	€ 1.655	8.800
KEMPEN - NOORD-LIMBURG	€ 1.750	9.100
WEST-FLANDERS	€ 8.020	39.000
EAST-FLANDERS	€ 10.450	52.000
FLEMISH-BRABANT	€ 4.525	23.300
ANTWERP	€ 3.405	17.900

DEADLINES RESERVATION

Reservation order: date of publication -30 working days (6 weeks)

In case of federal holidays: use normal deadline -1 working day extra

Inserts in Nieuwsblad will be inserted on 2 days depending on the editions. Inserting days always on demand and subject to availability. General conditions: <https://www.adsanddata.be/verkoopsvoorwaarden>. A specific inserting day can not be guaranteed. (4.2. Terms of sale); in exceptional circumstances a new date will be agreed. No agency commission on distribution or technical cost. Copies to be delivered at: Paal-Beringen, planningsverantwoordelijke inserts: planningdrukcentrum@coldsetprintingpartners.be. Tel.: 011/71.71.71. Technical specifications inserting: <https://www.adsanddata.be/en/techspecs/print/>.

INSERT MAGAZINES

WEEKEND

RATES 2025 | DE STANDAARD MAGAZINE

DAY	WEIGHT	INSERT RATE	TECHNICAL COST	TOTAL	CIRCULATION
SATURDAY	TBD	€ 19.062	€ 809	€ 19.872	102.000

RATES 2025 | BILLIE

DAY	WEIGHT		INSERT RATE	TECHNICAL COST	TOTAL	CIRCULATION
SATURDAY	TBD	NB + HBVL + GVA	€ 37.352	€ 3.410	€ 40.762	312.000
		NIEUWSBLAD	€ 21.576	€ 4.480	€ 26.056	174.000
		HET BELANG VAN LIMBURG	€ 14.352	€ 3.039	€ 17.391	75.000
		GAZET VAN ANTWERPEN	€ 12.328	€ 2.891	€ 15.219	63.000

DEADLINES RESERVATION

Reservation order: date of publication -30 working days (6 weeks)
In case of federal holidays: use normal deadline -1 working day extra

Technical possibilities limited and technical specs on demand.
No agency commission on technical cost.
No digital publication, only print.
Address: Roularta Printing – Roeselare Ioskades – Meensesteenweg 300 – 8800 Roeselare.

05

MEMOSTICK

MEMOSTICK | NATIONAL CIRCULATION

RATES 2025 | FULL EDITION



NEWSPAPER	PRINT CIRCULATION	TECHNICAL COSTS (INCL. PRINTING MEMOSTICK)	MEDIA RATE	TOTAL RATE
DE STANDAARD	50.000	€ 3.570	€ 14.061	€ 17.631
NIEUWSBLAD	133.000	€ 8.395	€ 26.404	€ 34.799
GAZET VAN ANTWERPEN	45.000	€ 3.144	€ 8.832	€ 11.976
HET BELANG VAN LIMBURG	56.000	€ 3.913	€ 11.077	€ 14.990



General info*

- Publication dates for memostick are always on a weekday on request and subject to availability.
- Memostick on full circulation of Nieuwsblad will be distributed on 2 days.
- Rates are valid for a memoStick® standard version 76 x 76 mm or 76 x 60 mm with printing on the front.
- Other sizes and shapes or creative possibilities, such as memosticks with scent, scratch layer, ... are possible on request.
- Technical cost includes printing of the standard stickers. No agency commission or other discount applies to technical cost.
- No digital publication, only print.

* General info applies to both full circulation and per edition.

DEADLINES RESERVATION

Memostick and delivery pdf material sticker*: minimum 20 working days before publication

In case of federal holidays: use normal deadline -1 working day extra

* Deadline for a standard 76 x 76 mm or 76 x 60 mm memo stick.
For other sizes or creative memo sticks: timing on request.
Deadline applies to both full print run and per edition.

MEMOSTICK |

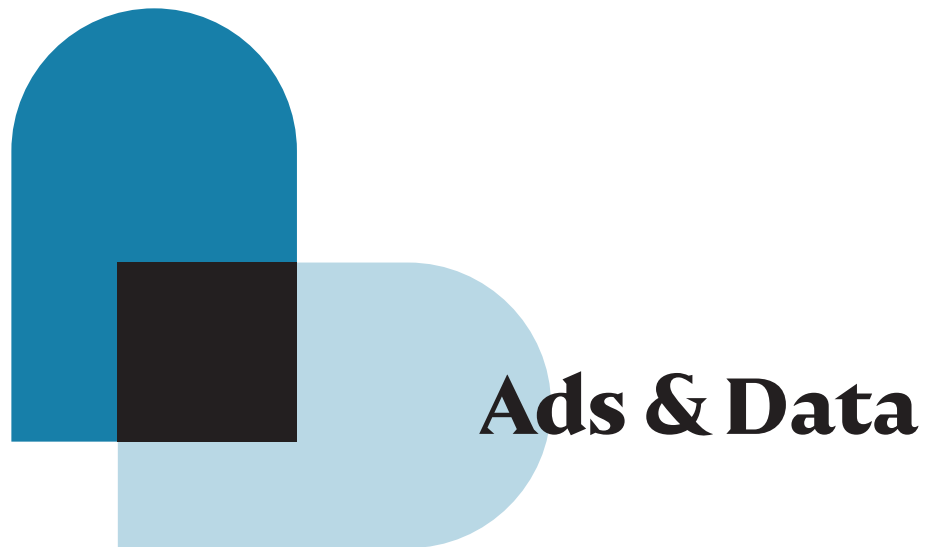
REGIONAL CIRCULATION (EDITIONS)

RATES 2025 | PER EDITION



NEWSPAPER	EDITION	PRINT CIRCULATION	TECHNICAL COSTS	MEDIA RATE	TOTAL RATE
DE STANDAARD	Province Antwerp	12.700	€ 1.151	€ 2.521	€ 3.672
	Province Limburg	3.600	€ 798	€ 754	€ 1.552
	Province East-Flanders	12.500	€ 1.142	€ 2.502	€ 3.645
	Province West-Flanders	9.500	€ 987	€ 1.914	€ 2.901
	Province Flemish Brabant and Brussels	11.700	€ 1.067	€ 2.337	€ 3.404
NIEUWSBLAD	WEST-FLANDERS	39.800	€ 3.008	€ 8.022	€ 11.031
	Brugge - Oostende - Westhoek	18.500	€ 1.714	€ 3.754	€ 5.467
	Kortrijk - Roeselare	21.400	€ 1.949	€ 4.269	€ 6.218
	EAST-FLANDERS	52.000	€ 3.720	€ 10.451	€ 14.172
	Eeklo - Deinze - Vl. Ardennen	20.700	€ 1.915	€ 4.195	€ 6.110
	De Gentenaar	12.700	€ 1.134	€ 2.484	€ 3.618
	Dender - Waasland	18.600	€ 1.722	€ 3.772	€ 5.494
	FLEMISH-BRABANT & BRUSSELS	23.300	€ 2.066	€ 4.526	€ 6.593
	Pajot - Brussel rand	11.000	€ 974	€ 2.134	€ 3.109
	Leuven - Hageland - Haspengouw	12.300	€ 1.092	€ 2.392	€ 3.484
	ANTWERP	17.900	€ 1.554	€ 3.404	€ 4.958
	Antwerpen - Mechelen - Lier	8.800	€ 945	€ 1.656	€ 2.601
	Kempen - Noord-Limburg	9.100	€ 960	€ 1.748	€ 2.708
GAZET VAN ANTWERPEN	Stad & Rand	23.800	€ 1.784	€ 4.655	€ 6.439
	Kempen	13.000	€ 1.193	€ 2.613	€ 3.806
	Mechelen/Waas	8.200	€ 930	€ 1.564	€ 2.494
HET BELANG VAN LIMBURG*	Noord	16.700	€ 1.504	€ 3.294	€ 4.797
	On Tuesday* Oost	17.900	€ 1.638	€ 3.588	€ 5.226
	Zuid	21.400	€ 1.915	€ 4.195	€ 6.110

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