

MAGIXX

CINE
FEMMES feeling Flair GAEL HUMO Knack weekend Trends
LE VIP weekend Libelle max nina Plus soir So dm.magazine Goed, Gevoel

FEELING **WONEN**

100% BELGIAN

THE MOST EFFICIENT AND EASY NATIONAL
OFFER
to reach
the **largest magazine audiences**



MAGIXX REACH

PRINT VERSIONS

Libelle | Femmes d'Aujourd'hui | Knack | Le Vif/L'Express |
Dag Allemaal | HUMO | Soir Mag | Ciné Télé Revue



€ 39 000*

(Brut: € 97.168)

1x 1/1p in each of the magazines

Reach	3 169 980
Contacts (MPX)	7 M
Cost/1,000 MPX	€ 5,52
Discount	60 %



€ 83 500*

(Brut: € 291.504)

3x 1/1p in each of the magazines

Reach	4 219 670
Contacts (MPX)	21 M
Cost/1,000 MPX	€ 3,94
Discount	71 %

* Net net rates



**Reach
1 out of 2
Belgians**

Reach RLP = paper + digital version, CIM Press 2023

MAGIXX **REACH**

ONLINE VERSIONS ONLY IN COMBINATION WITH PRINT

libelle.be | femmesdaujourdhui.be | knack.be | levif.be |
hln.be/showbizz | humo.be | soirmag.be | cinetelerevue.be



€ 12 000*

Impressions
CPM
Timing

1 M

€ 12.00

Min. 3 weeks



€ 24 000*

Impressions
CPM
Timing

2 M

€ 12.00

Min. 3 weeks

**Net net rates*



MAGIXX WOMEN

PRINT VERSIONS

Flair NL | Flair FR | nina | max |
Feeling | GAEL | Goed Gevoel



€ 35 000*

(Brut: € 69.627)

1x 1/1p in each of the magazines

Reach Women	958 739
Contacts (MPX) Women	2 M
Selectivity Women	129
Cost/1,000 MPX Women	€ 18,38
Discount	50 %



€ 53 000*

(Brut: € 136.557)

3x 1/1p in each weekly magazine
1x 1/1p in each monthly magazine

Reach Women	1 280 549
Contacts (MPX) Women	4 M
Selectivity Women	129
Cost/1,000 MPX Women	€ 12,99
Discount	61 %

*Net net rates



**Reach
1 out of 3
women**

Reach RLP = paper + digital version, CIM Press 2023

MAGIXX **WOMEN**

ONLINE VERSIONS ONLY IN COMBINATION WITH PRINT

Flair.be NL | Flair.be FR | nina.be | max.be |
Feeling.be | GAEL.be | Goedgevoel.be



€ 10 000*

Impressions
CPM
Timing

690 000

€ 14.49

Min. 3 weeks



€ 16 500*

Impressions
CPM
Timing

1 140 000

€ 14.47

Min. 3 weeks

**Net net rates*



MAGIXX

LUXE Lifestyle

PRINT VERSIONS

Knack Weekend | Le Vif Weekend | So Soir | dm magazine | Trends Style NL+FR | Feeling Women



€ 27 000*

(Brut: € 55.182)

1x 1/1p in each of the magazines

Reach Social Groups 1-2	272 098
Contacts (MPX) SG 1-2	481 624
Selectivity SG 1-2	117
Cost/1,000 MPX SG 1-2	€ 56,13
Discount	51 %



€ 57 000*

(Brut: € 120.546)

3x 1/1p in each weekly magazine
1x 1/1p in each monthly magazine

Reach Social Groups 1-2	370 837
Contacts (MPX) SG 1-2	1 211 658
Selectivity SG 1-2	120
Cost/1,000 MPX SG 1-2	€ 47,06
Discount	53 %

*Net net rates



Reach
1 out of 4
Luxury
lovers

Reach RLP = paper + digital version, CIM Press 2023

ONLINE VERSIONS ONLY IN COMBINATION WITH PRINT

Knack.Weekend.be | Levif.Weekend.be | SoSoir.be | dm magazine.be | TrendsStyle.be NL+FR | Feelingwonen.be



€ 5 500*

**Impressions
CPM
Timing**

315 000

€ 17.46

Min. 3 weeks



€ 9 000*

**Impressions
CPM
Timing**

515 000

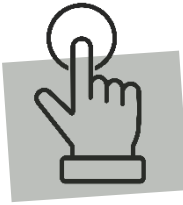
€ 17.47

Min. 3 weeks



**Net net rates*

MAGIXX^N ACTIVE



Creativity made easy



One SPOC for all titles



MAGIXX

CONTACT US !

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	Reach		Women		Luxe Lifestyle	
	<i>1 insertion</i>	<i>3 insertions</i>	<i>1 insertion</i>	<i>3 insertions</i>	<i>1 insertion</i>	<i>3 insertions</i>
PRINT	€ 39 000 Reach : 3,1 M	€ 83 500 Reach : 4,2 M	€ 35 000 Reach women : 960K	€ 53 000 Reach women : 1,2 M	€ 27 000 Reach SG 1-2 : 272 000	€ 57 000 Reach SG 1-2 : 371 000
	€ 12 000 Impr : 1M	€ 24 000 Impr : 2M	10 000 € Impr : 690K	16 500 € Impr : 1,1M	5500 € Impr : 314K	9000 € Impr : 514K
	Libelle (.be) Femmes d'Aujourd'hui (.be) Knack (.be) Le Vif/L'Express (.be) Dag Allemaal HUMO (.be) Soir Mag (.be) Ciné Télé Revue (.be) (hln.be/showbizz)		Flair NL (.be) Flair FR (.be) Nina (.be) Max (.be) Feeling (.be) GAEL (.be) Goed Gevoel (.be)		Knack Weekend (.be) Le Vif Weekend (.be) So Soir (.be) dm magazine (.be) Trends Style NL+FR (.be) Feeling Wonen (.be)	

DIGITAL*

* Only in combination with print