

MAGIXX



100% BELGIAN

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



MAG|XX[✓]REACH

PRINT VERSIONS

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



€ 39 000*

1x 1/1p in each of the magazines

**Reach
Contacts (MPX)
Cost/1,000 MPX
Discount**

**3 372 270
7 M
€ 5,57
59 %**



€ 83 500*

3x 1/1p in each of the magazines

**Reach
Contacts (MPX)
Cost/1,000 MPX
Discount**

**4 444 730
21 M
€ 3,97
70 %**

**Reach
1 out of 2
Belgians**



**Net net rates*

Reach RLP = paper + digital version, CIM Press 2022



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**

1 M
€ 12.00



€ 24 000*

**Impressions
CPM**

2 M
€ 12.00

**Net net rates*





PRINT VERSIONS

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



€ 39 000*

1x 1/1p in each of the magazines

Reach Women	1 074 660
Contacts (MPX) Women	2 027 120
Selectivity Women	136
Cost/1,000 MPX Women	€ 19,23
Discount	36 %



€ 58 500*

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

Reach Women	1 588 750
Contacts (MPX) Women	6 081 370
Selectivity Women	135
Cost/1,000 MPX Women	€ 9,61
Discount	54 %

*Net net rates



**Reach
1 out of 3
women**

Reach RLP = paper + digital version, CIM Press 2022



ONLINE VERSIONS ONLY IN COMBINATION WITH PRINT

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



€ 10 000*

**Impressions
CPM**

690 000
€ 14.49



€ 16 500*

**Impressions
CPM**

1 140 000
€ 14.47

**Net net rates*



PRINT VERSIONS

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



€ 43 000*

1x 1/1p in each of the magazines

**Reach Social Groups 1-2
Contacts (MPX) SG 1-2
Selectivity SG 1-2
Cost/1,000 MPX SG 1-2
Discount**

**376 656
634 725
135
€ 67,74
36 %**



€ 69 500*

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

**Reach Social Groups 1-2
Contacts (MPX) SG 1-2
Selectivity SG 1-2
Cost/1,000 MPX SG 1-2
Discount**

**555 565
1 904 180
134
€ 36,49
53 %**



Reach RLP = paper + digital version, CIM Press 2022

**Net net rates*



ONLINE VERSIONS ONLY IN COMBINATION WITH PRINT

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



€ 5 500*

**Impressions
CPM**

315 000
€ 17.46



€ 9 000*

**Impressions
CPM**

515 000
€ 17.47

**Net net rates*





PRINT VERSIONS

Plus Magazine NL+FR / Goed Gevoel / nina / max



€ 21 000*

1x 1/1p in each of the magazines

Reach Women

Contacts (MPX) Women

Selectivity Women

Cost/1,000 MPX Women

Discount

828 200

1 531 770

125

€ 13,70

39 %



€ 30 500*

3x 1/1p in each weekly magazine

1x 1/1p in each monthly magazine

Reach Women

Contacts (MPX) Women

Selectivity Women

Cost/1,000 MPX Women

Discount

1 156 880

4 595 320

125

€ 6,63

53 %



Reach
1 out of 3
women

Reach RLP = paper + digital version, CIM Press 2022

*Net net rates



ONLINE VERSION

ONLY IN COMBINATION WITH PRINT

Plus Magazine NL+FR / Goed Gevoel / nina / max



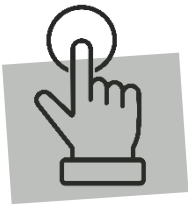
€ 7 500*

**Impressions
CPM**

**600 000
€ 12.50**



**Net net rates*



Creativity made easy



One SPOC for all titles



MAGIXX

CONTACT US !

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PRINT

ITAL*

ombination
with print

Reach		Women		Luxe Lifestyle		Wellbeing	
1 insertion	3 insertions	1 insertion	3 insertions	1 insertion	3 insertions	1 insertion	3 insertions
€ 39 000 Reach : 3,3 M	€ 83 500 Reach : 4,4 M	€ 39 000 Reach women : 1,1M	€ 58 500 Reach women : 1,6 M	€ 43 000 Reach SG 1-2 : 377 000	€ 69 500 Reach SG 1-2 : 555 500	€ 21 000 Reach women : 828 000	€ 30 500 Reach Women : 1,2M
€ 12 000 Impr : 1M	€ 24 000 Impr : 2M	10 000 € Impr : 690K	16 500 € Impr : 1,1M	5500 € Impr : 314K	9000 € Impr : 514K	7500 € Impr : 600K	
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 (.be) GAEL (.be)		Plus Magazine NL+FR (.be) / Goed Gevoel (.be) / Nina (.be) / Max (.sudinfo.be)	