

# MAGIX

THE MOST EFFICIENT & EASY NATIONAL MAGAZINE OFFER TO REACH THE LARGEST MAGAZINE AUDIENCE



# MAGIXX REACH



## PRINT VERSIONS

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



**€ 39 000\***

*(Brut: € 106.961)*

**1x 1/1p in each of the magazines**

|                |                  |
|----------------|------------------|
| Reach          | <b>2 943 780</b> |
| Contacts (MPX) | 6,4 M            |
| Cost/1,000 MPX | € 6,09           |
| Discount       | 64 %             |



**€ 83 500\***

*(Brut: € 320.883)*

**3x 1/1p in each of the magazines**

|                |                  |
|----------------|------------------|
| Reach          | <b>4 094 080</b> |
| Contacts (MPX) | 19,2 M           |
| Cost/1,000 MPX | € 4,35           |
| Discount       | 74 %             |

\* Net net rates - Survey: CIM Press Audience Study 2024 EN - Target Group: 16+

# MAGIXX WOMEN



## PRINT VERSIONS

Flair NL | Flair FR | nina | Telepro|  
Feeling | GAEL | Goed Gevoel | Paris Match



**€ 35 000\***

(Brut: € 73.220)

1x 1/1p in each of the magazines

Reach Women

**1 025 360**

Contacts (MPX) Women

1,97 M

Selectivity Women

123,8

Cost/1,000 MPX Women

€ 17,7

Discount

52 %



**€ 50 000\***

(Brut: € 156.494)

3x 1/1p in each weekly magazine

1x 1/1p in each monthly magazine

Reach Women

**1 580 810**

Contacts (MPX) Women

5,9 M

Selectivity Women

124,3

Cost/1,000 MPX Women

€ 8,47

Discount

68 %

\* Net net rates - Survey: CIM Press Audience Study 2025 EN - Target Group: Women 16+

# MAGIXX LUXE



## PRINT VERSIONS

**Knack Weekend | Le Vif Weekend | So Soir | Magazine |  
Feeling| Stijlvol Wonen | Paris Match**



**€ 35 000\***

*(Brut: € 67.657)*

**1x 1/1p in each of the magazines**

**Reach**

**Contacts (MPX) SG 1-2**

**Selectivity SG 1-2**

**Cost/1,000 MPX SG 1-2**

**Discount**

**315 329**

**540 491**

**119,5**

**€ 64,75**

**48 %**



**€ 50 000\***

*(Brut: € 118.709)*

**2x 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**

**436 520**

**1,1M**

**120,1**

**€ 45,45**

**58 %**

\* Net net rates - Survey: CIM Press Audience Study 2025 EN - Target Group: Sg1-2

# MAGIXX PACKAGES IN A NUTSHELL



PRINT

DIGITAL\*



\* Only in combination  
with print

|  |                                                                                                       |                              |  |                                 |  |                                 |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------------------------------------------------------------|---------------------------------|-------------------------------------------------------------------------------------|---------------------------------|
|  | 1 insertion                                                                                                                                                                            | 3 insertions                 | 1 insertion                                                                         | 3 insertions                    | 1 insertion                                                                         | 2 insertions                    |
|  | € 39 000<br>Reach 16+ : 2,9M                                                                                                                                                           | € 83 500<br>Reach 16+ : 4,1M | € 35 000<br>Reach women : 1M                                                        | € 50 000<br>Reach women : 1,6 M | € 35 000<br>Reach SG 1-2 : 315K                                                     | € 50 000<br>Reach SG 1-2 : 436K |
|  |  € 13 800*<br>1week<br>Skins + IMU<br>Impres. 1,38 M                                                  |                              |                                                                                     |                                 |                                                                                     |                                 |
|  |  € 27 000*<br>3 weeks<br>Skins + IMU<br>Impres. 2,7 M                                                 |                              |                                                                                     |                                 |                                                                                     |                                 |
|  | Libelle (.be)   Femmes d'Aujourd'hui (.be)   Knack (.be)   Le Vif(.be)   HUMO (.be)   Soir Mag (.be)   Ciné Télé Revue (.be)  (hln.be/showbizz)   Moustique(.be)<br>  Parismatch (.be) |                              |                                                                                     |                                 |                                                                                     |                                 |

# MAGIXX

## CONTACT US !

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