

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



€ 39 000*

(Brut: € 98.697)

1x 1/1p in each of the magazines

Reach	3 134 112
Contacts (MPX)	7 M
Cost/1,000 MPX	€ 5,7
Discount	60 %



€ 83 500*

(Brut: € 296.092)

3x 1/1p in each of the magazines

Reach	4 219 670
Contacts (MPX)	20,5 M
Cost/1,000 MPX	€ 4,1
Discount	71 %

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

MAGIXX WOMEN



PRINT VERSIONS

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



€ 35 000*

(Brut: € 64.743)

1x 1/1p in each of the magazines

Reach Women

919 262

Contacts (MPX) Women

1,7 M

Selectivity Women

129

Cost/1,000 MPX Women

€ 20,1

Discount

50 %



€ 50 000*

(Brut: € 132.609)

3x 1/1p in each weekly magazine

1x 1/1p in each monthly magazine

Reach Women

1 370 166

Contacts (MPX) Women

5,2 M

Selectivity Women

129

Cost/1,000 MPX Women

€ 9,6

Discount

61 %

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

MAGIXX LUXE



PRINT VERSIONS

**Knack Weekend | Le Vif Weekend | So Soir | Magazine |
Trends Style NL+FR | Stijlvol Wonen | Paris Match**



€ 30 000*

(Brut: € 61.611)

1x 1/1p in each of the magazines

Reach

317 785

Contacts (MPX) SG 1-2

560 000

Selectivity SG 1-2

122

Cost/1,000 MPX SG 1-2

€ 53,5

Discount

51 %



€ 45 000*

(Brut: € 110.022)

2x 1/1p in each weekly magazine

1x 1/1p in each monthly magazine

Reach Social Groups 1-2

417 645

Contacts (MPX) SG 1-2

1,1M

Selectivity SG 1-2

121

Cost/1,000 MPX SG 1-2

€ 40,1

Discount

53 %

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

MAGIXX ENTERTAINMENT



PRINT VERSIONS

Knack Focus | Le Vif Focus | SoirMag | Télépro | Story |
Primo | Tv Famille | Moustique



€ 21 500*

(Brut: € 49.751)

1x 1/1p in each of the magazines

Reach

1.531.653

Contacts (MPX)

2.9M

Cost/1,000 MPX

€ 7,1

Discount

60 %



€ 48 000*

(Brut: € 149.253)

3x 1/1p in each weekly magazine

1x 1/1p in each monthly magazine

Reach

2.149.625

Contacts (MPX)

8.9M

Cost/1,000 MPX

€ 5,3

Discount

70 %

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

MAGIXX PACKAGES IN A NUTSHELL



PRINT

REACH		WOMEN		LUXE		ENTERTAINMENT	
1 insertion	3 insertions	1 insertion	3 insertions	1 insertion	2 insertions	1 insertion	3 insertions
€ 39 000 Reach 16+ 3,1 M	€ 83 500 Reach 16+ 4,2 M	€ 35 000 Reach women : 919K	€ 50 000 Reach women : 1,3 M	€ 30 000 Reach SG 1-2 : 317000	€ 45 000 Reach SG 1-2 : 417000	€ 21 500 Reach 16+ 1,5 M	€ 48 000 Reach 16+ 2,1 M
€ 13 800 1week Skins + IMU Impres. 1,38 M				€ 27 000 3 weeks Skins + IMU 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) Parismatch (.be)							

DIGITAL*

* Only in combination
with print



MAGIXX

CONTACT US !

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