

the BRUSSELS TIMES MAGAZINE ES



ABOUT THE MAGAZINE

The Brussels Times Magazine is a glossy 84 page bi-monthly magazine published by The Brussels Times. It targets the Expat, Diplomat and International community in Brussels. It reaches more than 200 000 people and is distributed in the EU Commission, European Parliament, more than 100 Embassies and inside over 7 000 hotel rooms of upscale luxury and business hotels in Brussels.

The magazine covers a wide range of topics from Art & Culture to Business and EU Affairs. The editorial team consists of numerous experienced writers including Derek Blyth (former Editor in Chief of The Bulletin), Philippe Van Parijs (prominent Belgian Philosopher and Economist), Martin Banks (EU Affairs specialist with over 20 years of experience) and Denis Maksimov (Political and Contemporary Art expert).

THE READERS

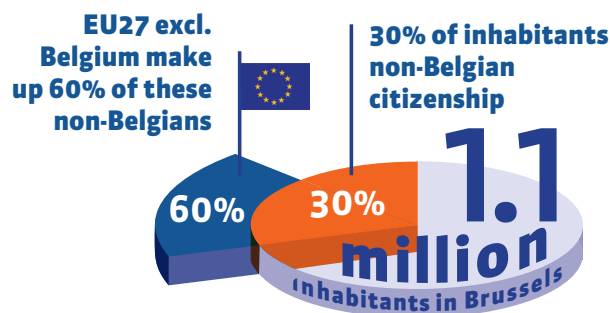
Brussels hosts one of the world's largest expat and diplomat community. The city has also soared to become one of the leading business tourism destination in the world and is ranked Europe's number 1 city for congresses and business conferences (Source: UIA). The readers of The Brussels Times Magazine are aged between 25-65 and are characterized by high disposable income, high education, frequent traveling (both business and leisure) and an appreciation for culture, fashion, luxury and high quality products and services.

ADVERTISE WITH THE BRUSSELS TIMES

AND REACH MORE THAN 200 000

AFFLUENT EXPATS, DIPLOMATS, BUSINESS PEOPLE AND VISITORS IN BRUSSELS

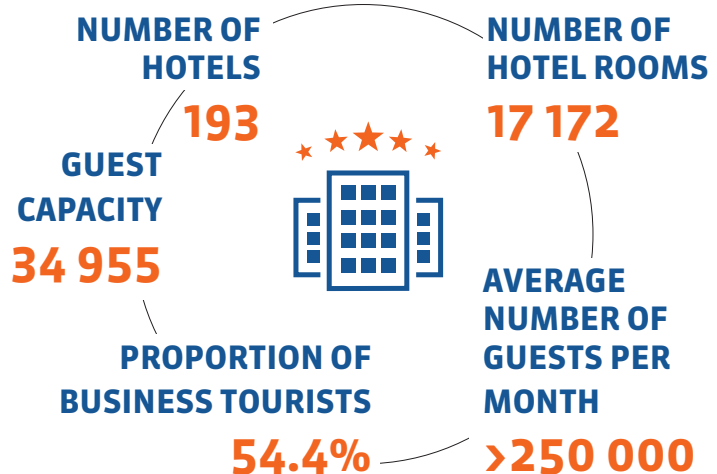
BRUSSELS DEMOGRAPHICS



Number of Expats, Diplomats, Lobbyists and People linked to the EU institutions: **> 150 000**

Source: BISA and BLBE

BRUSSELS HOTEL SECTOR



Source: Observatory for tourism in Brussels

THE DISTRIBUTION

CIRCULATION:
20 000
COPIES/ISSUE



REACH
PER ISSUE:



> 200 000

HOTEL DISTRIBUTION:
INSIDE 7 000 ROOMS

100 000
GUESTS
EVERY
MONTH



The hotels that we work with are mostly 4 and 5 star business and luxury hotels such as Sheraton, Crowne Plaza and Radisson. Each hotel receives extra copies in case some need to be replaced in order to ensure that there is always a copy available in the rooms.

EU INSTITUTIONS: 5 000 COPIES

Distribution Stands inside main buildings of EU Commission and European Parliament. In addition, a copy is directly delivered to the desk of each of the 751 MEPs at the European Parliament.

DIPLOMATS: 1 500 COPIES

Over 100 Embassies and Representations to the EU receive the magazine for distribution to their staff.

FOR SALE: 1 000 COPIES

Sold in roughly 150 news agents and book shops around Brussels

ADVERTISING RATES

Type	Dimension	1 Insertion	3 Insertions	6 Insertions
Double Page Spread	420 x 297 mm	€ 6 800	€ 6 200	€ 4 900
Full Page	210 x 297 mm	€ 3 800	€ 3 400	€ 2 800
Half Page (1/2)	185 x 132 mm	€ 2 200	€ 1 900	€ 1 700
Fourth Page (1/4)	90 x 132 mm	€ 1 200	€ 1 100	€ 900
<i>Premium Positions</i>				
Cover 2 (Inside Front)	210 x 297 mm	€ 4 900	€ 4 400	€ 3 700
Cover 3 (Inside Back)	210 x 297 mm	€ 4 600	€ 4 200	€ 3 400
Cover 4 (Back Cover)	210 x 297 mm	€ 5 800	€ 5 200	€ 4 400
<i>Advertorials</i>				
Full Page Advertorial	210 x 297 mm	€ 4 800	NA	NA
2 Page Spread Advertorial	420 x 297 mm	€ 8 800	NA	NA

*Prices quoted are exclusive of VAT

** Commission for Advertising/Media Agencies: 15%

TECHNICAL SPECIFICATIONS

Submitted files should be PDF, JPG, EPS or TIF format and have high resolution (minimum 300 DPI) with 5mm Bleed

PRODUCTION SCHEDULE 2015

Issue	Publication Date	Reservation Deadline	Material Deadline
Feb/Mar 2015 (Issue 12)	2 Feb 2015	19 Jan 2015	23 Jan 2015
Apr/May 2015 (Issue 13)	1 Apr 2015	18 Mar 2015	23 Mar 2015
Summer 2015 (Issue 14)	1 Jun 2015	18 May 2015	22 May 2015
Sep 2015 (Issue 15)	1 Sep 2015	18 Aug 2015	24 Aug 2015
Oct/Nov 2015 (Issue 16)	5 Oct 2015	23 Sep 2015	28 Sep 2015
Winter 2015 (Issue 17)	1 Dec 2015	17 Nov 2015	23 Nov 2015

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