

TANGO INSERT



Immediate Reach

Connect with 2.888.080 Belgians in one day!
(CIM Press September 2015 print + digital)

IPM + Mediahuis Connect collaboration

Collaboration of 7 strong newsbrands
Het Nieuwsblad - l'Avenir - La Libre - De Standaard -
Het Belang van Limburg - La Dernière Heure -
Gazet van Antwerpen

Distribute your folder in 7 strong newspapers
with national coverage!

Benefits:

people purchase newspapers - less waste -
maximum 2 inserts/newspaper - exclusive -
no community taxes

Number of newspapers distributed daily

TANGO INSERT	Number of copies
Het Nieuwsblad	283.000
Gazet van Antwerpen	109.000
Belang van Limburg	105.000
De Standaard	105.000
l'Avenir	100.000
La Libre	45.000
La Dernière Heure	65.000
TANGO INSERT	812.000



MEDIAHUIS
Connect

TANGO INSERT

1. Insert brochure in the newspaper

Package	Price	Distribution cost
TANGO NEWSBRANDS	€ 81.200	€ 15.930

price per unit:
€ 0,12

2. Insert extra section in the newspaper

812.000 folders	Price Tango insert	Cost extra section	Price/insert extra section (no distribution cost)
8 pages		€ 18.260	€ 0,122
12 pages	€ 81.200	€ 29.502	€ 0,136
16 pages		€ 31.572	€ 0.139

- your folder is part of the newspaper
 - same paper & printing quality
- exclusive: only one extra section per paper
 - cost-efficient
 - flexible
- possibility to use regional editions
 - no distribution cost

3. Web Insert

Package	Format	Impressions	Price	e-CPM
TANGO NEWSSITES	Homepage halfpage 100% SOV	3.748.000	€ 33.700	€ 8,99