



Key Facts

Readership of La Libre*
230.977 readers

(paper + digital)
+2% of audience

- Men : 52%
- Women: 48%
- 18-54 years old GS 1-4 : 71%

□ Print run : 33.600 copies

500.092 readers
(papier + digital + web)

* CIM Presse 2019 - 2020

MATERIAL

Delivery :
15 days before publication

Definition of a picture :
300 dpi at the final format - CMYK
PDF
(Medibel+ standard)

Send material to :
IMMO@essentielleimmo.be

SATURDAY	TABLE RONDE	THEMES	EVENTS
6th February	NOUVELLES CONSTRUCTIONS	SALON BATIBOUW	
6th March	MARCHÉ LOCATIF	SALLE DE BAINS	
3rd April	RÉSEAUX D'AGENCES	OUTDOOR (JARDIN, PISCINE,...)	
1st May	MOBILITÉ	MOBILIER DESIGN	SALON MILAN
5th June	IMMOBILIER DE LUXE	SALON/CANAPÉS	
3rd July/August	UNIFAMILIALES : APPART vs LOTISSEMENT	CUISINES	PETANQUIMMO
4th September	MARCHÉ CORPORATE/MIPIM	LUMINAIRES	PORTRAITS D'ACTEURS IMMO
2nd October	LA RÉNOVATION	CHAUFFAGE/FEUX OUVERTS	SALON MIPIM - IMMORUN - REALTY
6th November	ARCHITECTURE	ARCHITECTE	WINDS OF REAL ESTATE
4th December	URBANISME/AVOCAT	LITERIES	SALON MAPIC

Full-bleed +5mm

ADVERTISING RATES excl. vat

REAL ESTATE PAGES	H x L	Rate	5x	10x
Double page	335 x 470 mm	2.900 €	2.500 €	2.300 €
Right page	335 x 235 mm	1.850 €	1.500 €	1.350 €
Left page	335 x 235 mm	1.650 €	1.400 €	1.250 €
1/2 p horizontal	160 x 225 mm	950 €	800 €	650 €
1/2 p vertical	325 x 110 mm	950 €	800 €	650 €
1/4 page	160 x 110 mm	550 €	450 €	350 €

EDITORIAL PAGES	H x L	Rate
1 page	335 x 235 mm	2.200 €
1 page publi	335 x 235 mm	2.600 €
1/2 page	160 x 225 mm	1.400 €
1/3 vertical page	325 x 78 mm	1.000 €
1/3 horizontal page	105 x 225 mm	1.000 €
COVER	H x L	Rate
Cover 2	335 x 235 mm	4.000€
Cover 3		3.000€
Cover 4		5.000€