

MAGIXX

NC1 TELE
Dag
Femmes
feeling
Flair
GAEL
HUMO
Knack
weekend
Trends
STYLE
LE VIP
weekend
Libelle
max
nina
Plus
soir
mag
SO
dm.magazine
Goed,
Gevoel

100% BELGIAN

THE MOST EFFICIENT AND EASY NATIONAL
OFFER
to reach
the **largest magazine audiences**



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: € 97.768)

1x 1/1p in each of the magazines

Reach	3 134 112
Contacts (MPX)	7 M
Cost/1,000 MPX	€ 5,57
Discount	60 %



€ 83 500*

(Brut: € 293.305)

3x 1/1p in each of the magazines

Reach	4 219 670
Contacts (MPX)	21 M
Cost/1,000 MPX	€ 3,97
Discount	71 %



**Reach
1 out of 2
Belgians**

Reach RLP = paper + digital version, CIM Press 2024

* Net net rates

MAGIXX REACH

ONLINE VERSIONS ONLY IN COMBINATION WITH PRINT

libelle.be | femmesdaujourdhui.be | knack.be | levif.be |
hln.be/showbizz | humo.be | soirmag.be | cinetelerevue.be



€ 12 000*

Impressions
CPM
Timing

1 M

€ 12.00

Min. 3 weeks



€ 24 000*

Impressions
CPM
Timing

2 M

€ 12.00

Min. 3 weeks

**Net net rates*



MAGIXX WOMEN

PRINT VERSIONS

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



€ 35 000*

(Brut: € 69.787)

1x 1/1p in each of the magazines

Reach Women

Contacts (MPX) Women

Selectivity Women

Cost/1,000 MPX Women

Discount

919 262

1,2 M

129

€ 29,16

50 %



€ 50 000*

(Brut: € 137.037)

3x 1/1p in each weekly magazine

1x 1/1p in each monthly magazine

Reach Women

Contacts (MPX) Women

Selectivity Women

Cost/1,000 MPX Women

Discount

1 216 244

2,5 M

129

€ 20

61 %

**Reach
1 out of 3
women**



Reach RLP = paper + digital version, CIM Press 2024

*Net net rates

MAGIXX **WOMEN**

ONLINE VERSIONS ONLY IN COMBINATION WITH PRINT

Flair.be NL | Flair.be FR | nina.be | max.be |
Feeling.be | GAEL.be | Goedgevoel.be



€ 10 000*

Impressions
CPM
Timing

690 000

€ 14.49

Min. 3 weeks



€ 16 500*

Impressions
CPM
Timing

1 140 000

€ 14.47

Min. 3 weeks

**Net net rates*



MAGIXX

UXE

Lifestyle

PRINT VERSIONS

Knack Weekend | Le Vif Weekend | So Soir | dm magazine |
Trends Style NL+FR | Feeling Wonen



€ 27 000*

(Brut: € 54.881)

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

911 369

351 544

117

€ 76,8

51 %



€ 40 000*

(Brut: € 96.562)

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

1 116 372

620 928

120

€ 64,4

53 %

*Net net rates



Reach
1 out of 4
Luxury
lovers

Reach RLP = paper + digital version, CIM Press 2024

MAGIXX

UXE Lifestyle

ONLINE VERSIONS ONLY IN COMBINATION WITH PRINT

Knack.Weekend.be | Levif.Weekend.be | SoSoir.be | dm magazine.be | TrendsStyle.be NL+FR | Feelingwonen.be



€ 5 500*

**Impressions
CPM
Timing**

315 000

€ 17.46

Min. 3 weeks



€ 9 000*

**Impressions
CPM
Timing**

515 000

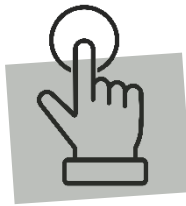
€ 17.47

Min. 3 weeks

**Net net rates*



MAGIXXN ACTIVE



Creativity made easy



One SPOC for all titles



MAGIXX

CONTACT US !

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Reach		Women		Luxe Lifestyle	
<i>1 insertion</i>	<i>3 insertions</i>	<i>1 insertion</i>	<i>3 insertions</i>	<i>1 insertion</i>	<i>2 insertions</i>
€ 39 000 Reach : 3,1 M	€ 83 500 Reach : 4,2 M	€ 35 000 Reach women : 919K	€ 50 000 Reach women : 1,2 M	€ 27 000 Reach SG 1-2 : 275 000	€ 40 000 Reach SG 1-2 : 340 000
€ 12 000 Impr : 1M	€ 24 000 Impr : 2M	10 000 € Impr : 690K	16 500 € Impr : 1,1M	5500 € Impr : 314K	9000 € Impr : 514K
Libelle (.be) Femmes d'Aujourd'hui (.be) Knack (.be) Le Vif/L'Express (.be) Dag Allemaal HUMO (.be) Soir Mag (.be) Ciné Télé Revue (.be) (hln.be/showbizz)		Flair NL (.be) Flair FR (.be) Nina (.be) Max (.be) Feeling (.be) GAEL (.be) Goed Gevoel (.be)		Knack Weekend (.be) Le Vif Weekend (.be) So Soir (.be) dm magazine (.be) Trends Style NL+FR (.be) Feeling Wonen (.be)	

PRINT

DIGITAL*

* Only in combination with print