

VBO FEB

Verbond van Belgische Ondernemingen  
Fédération des Entreprises de Belgique



USE THE COMMUNICATION  
PLATFORM OF BELGIUM'S LARGEST  
EMPLOYER ORGANISATION TO  
REACH DIRECTORS, MANAGEMENT  
AND EXPERTS FROM OVER 50,000  
BUSINESSES

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## RATES FOR 2024



"In a very fast-changing environment, FEB aims to be a reliable and trusted compass guiding the way for the broad business community operating in Flanders, Brussels and Wallonia, regardless of the size of the company. As an information hub, we're in direct contact with directors, management and experts from more than 50,000 businesses. These companies span over 50 sectors that represent more than 75% of economic activity in Belgium. Businesses move society forward. Economic and social interests go hand in hand. In this way we can create real value for everyone. Sharing expertise is the lifeblood of Belgium's biggest employer organisation."

Pieter Timmermans, CEO of FEB

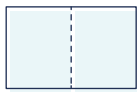
[www.vbo-feb.be](http://www.vbo-feb.be)



# MAGAZINE

## REFLECT VBO FEB

Colour advertisement (French + Dutch). Excluding VAT.



2/1 page

€ 6,200

Bleed: 260 mm x 420 mm (HxW).  
Type area: 254 mm x 414 mm (HxW). Margin/cut: 3 mm.  
Required location +15%.



1/1 page

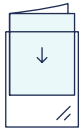
Page € 3,400

Cover 4 € 5,150

Cover 3 € 3,500

Cover 2 € 4,600

Bleed: 260 mm x 210 mm (HxW).  
Type area: 254 mm x 204 mm (HxW). Margin/cut: 3 mm.  
Required location +15%.



Insert in blister pack

€ 4,750

Maximum size: 260 mm x 210 mm.  
Maximum weight: 200 g.  
Postage: prices on request.

Advertorial or other creative formats

Price on request

- **Material** Always deliver in certified PDF format as per the Febelgra standard.
- **Deadline** Supply advertising material at least **two weeks before the publication date**.
- **Inserts** Provide 10 blank inserts six weeks before publication. Send inserts to Graphius, Eekhoutdriesstraat 67, 9041 Oostakker, Belgium at least 10 working days before publication.



### CIRCULATION

18,000 copies (print). All copies are sent in a nominative blister pack.



### PUBLICATION DATES 2024

- 26 April
- 27 September
- 16 December



### READERSHIP

- Directors, CEOs and decision-makers in emerging SMEs, as well as medium-sized and large companies
- Senior managers from more than 50 sectoral federations
- Policymakers

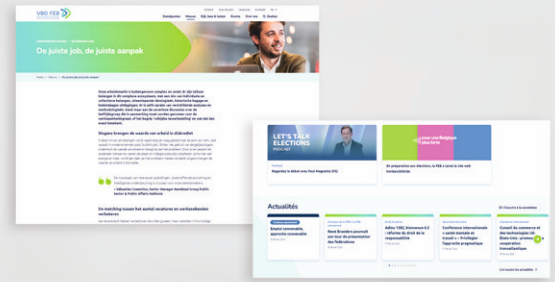
# WEBSITE

## WWW.VBO-FEB.BE

Rates for Dutch and French together. Excluding VAT.

Native content with embedded into in the structure of the homepage mentioning "sponsored content".

- Copy (in both languages French/Dutch) of max. 4,500 characters
- Structure: title / short intro / body text with subtitles / 1 streamer (quote or highlight from the text)
- The body text can also contain hyperlinks
- Possibility of max. 2 illustrations (photo (300 dpi) / graph ...)
- Deadline material: 1 week before the intended publication date on the website
- Rate: € 3,500/month



# PARTNERSHIPS

## DIGITAL/PRINT

FEB is happy to work with content partners to develop publication projects (in digital and/or print format) around current and strategic issues that are on the radar of business leaders.

Price on request.



## CONTACT



**Nele Brauers** will be glad to tell you more about how we can enhance your approach to communication.

✉ nele.brauers@ademaronline.com

☎ + 32 495 29 01 74

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Graaf de Fienneslaan 21 | 2650 Edegem (Antwerp), Belgium



RATES VALID UNTIL 31<sup>st</sup> DECEMBER 2024



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