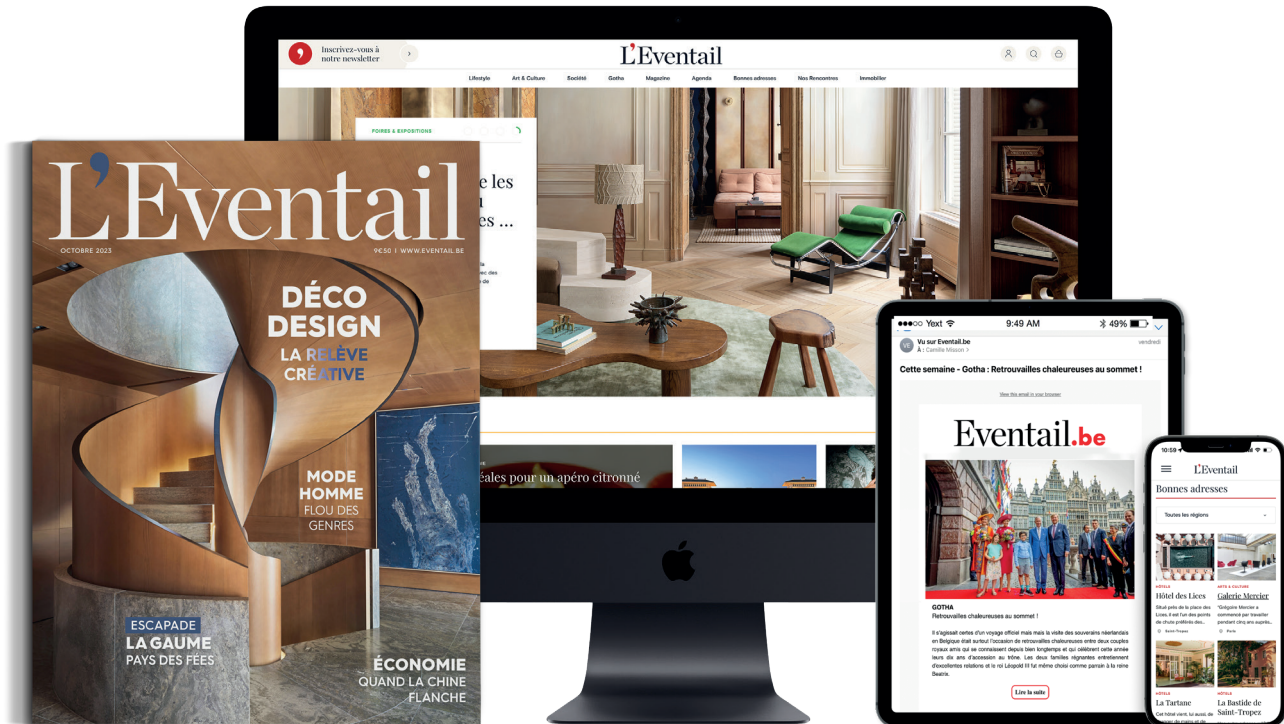


L'Eventail

PRESS KIT

by HLCÉ



Key Facts & numbers

For the past 137 years, L'Eventail has been considered the leading glossy magazine of Belgium's high society. It publishes sharp editorials about the Arts, Private Banking and Luxury.

Launched in :	1887
Language :	French
Periodicity :	monthly , 10 issues per year (one big issue combining June/July/August)
Number of pages:	± 250 per issue
Publication:	first of each month
Format :	W 215 x H 270 mm
Cover Finish :	Matte lamination + UV varnishes 350g
Broadcast :	16000 to 20000 copies
Facebook:	10000 growing fast
Instagram :	5450 growing fast
Website visits:	50 000+ unique visits/month
Newsletter:	34 000 subscribers
Events/Conferences:	25 per year
QR codes:	± 30 pages

Friends & Partners

Brafa (Brussels Art Fair), Cercle Gaulois, Tefaf (The Fine Art Fair), Ceramic Brussels, Drawing Now Art Fair, Affordable Art Fair, Eeckman Art & Insurance, Flagey, Fondation Boghossian-Villa Empain, CA-Indosuez, ING, KBC, Paris Photo, Puilactco Dewaay, Banque Rothschild, Banque Transatlantique, Banque Degroof Petercam, Deutsche Bank, CBC, TheMerode Social Club, Banque Delen, Fine Arts La Biennale

Contact

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Subjects & sections

Thematic:	Luxury, The Greek Islands, Gentleman Special, Chicago, Gardens, Tokyo, 70s Design, The Hamptons, etc.
Art & culture:	National & international fairs, art shows, literature, music & concerts, Artketing, etc.
Society:	Start-ups, breaking news, technology, electronics, entrepreneurship, etc.
France:	<i>Savoir-faire</i> , Not-to-be missed places, luxury brands, cuisine, etc.
Specials:	Christmas, education, senior, Knokke, ethical investment, specific neighbourhoods, etc.
Trends & art de vivre:	Luxury, grooming, health & wellness, fashion, cars, wine, trips & travels, fine jewellery, etc.
Architecture & design:	Architectural News, designer spotlight, home tour, etc.
Global & royal elite:	Royals figures & families, high society, events & social happenings, charities, etc.
Properties & gardens:	Housing, pools, gardens, construction, ecology, etc.
Real estate:	Property advertisements

• PRINT AD

Format*	Trim area WxH**	Prices (VAT excl.)
Gatefold & double flap	C2 + 1st 215 x 270mm**	10.800€
C4	215 x 270mm**	4.000€
C3	215 x 270mm**	3.400€
C2	215 x 270mm**	3.800€
2/1	430 x 270mm**	6.200€
1/1	215 x 270mm*	3.200€
2/3 H	183 x 150mm**	2.100€
2/3 V	120 x 229mm**	2.150€
1/2 H	183 x 111mm**	1.700€
1/2 V	88 x 229mm**	1.850€
1/3 H	183 x 71mm**	1.150€
1/3 V	57 x 229mm**	1.250€
1/4	88 x 111mm**	900€
Sponsoring	183 x 33mm**	520€

• PRINT ARTICLE Layout by L'Eventail graphic studio***

Format	Number of characters	Number of photos	Price (VAT excl.)
1 page 'Contenu Parrainé'	2500 - 3000 (spaces included)	3 + logo	3.300€

• DIGITAL AD

Format	Dimensions	Prices (VAT excl.)
HOME PAGE		
Top Home	975 x 275 px	500€/month
2nd Home	975 x 275 px	400€/month
3rd Home	975 x 275 px	300€/month
4th Home	975 x 275 px	250€/month
Bottom Home	975 x 275 px	150€/month
PAGE ARTICLE		
Inside article	975 x 275 px	300€/month
Bottom article	975 x 275 px	300€/month
PAGE LISTING		
Top listing	975 x 275 px	450€/month
Bottom listing	975 x 275 px	400€/month

• DIGITAL ARTICLE

Article	Number of characters	Number of photos	Link	Prices (VAT excl.)
Article 'Sponsored Content'	500 - 2500 (spaces included)	3 - 5 (1 horizontal included)	1	500€ (+ 50€/ extra link*)
Article 'Places to be'	800 - 1200 (spaces included)	3 - 5 (1 horizontal included)	1	400€ (+ 50€/ extra link*)
Article 'Agenda'	800 - 1200 (spaces included)	3 - 5 (1 horizontal included)	1	400€ (+ 50€/ extra link*)

* Maximum 3 links per article.

• DIGITAL ART PAGE/CATALOG

Description	Price (VAT excl.)
Regular print advertiser	500€
First time advertiser	680€

• NEWSLETTER AD

Format	Trim area WxH	Prices (VAT excl.)
Top Banner	975 x 275 px	300€
Bottom Banner	975 x 275 px	300€
Custom Newsletter (Layout by L'Eventail graphic studio***)	max. 2.500 characters (spaces included)	1.950€

*HLCÉ can carry out the layout of all print ads. ** The print ad must be delivered with a 5 mm bleed and crop marks. *** The client will have the right to send 3 emails (max.) with remarks regarding layout and/or corrections. Approval after the fourth.