



YOUR GATEWAY TO THE INTERNATIONAL COMMUNITY

# Ackroyd Publications 50 years of international excellence

**“Bring your children, bring your grandmother and – just in case – bring your umbrella!”. It’s 1972 and Brussels’ international community successfully rallies to a protest picnic to ban traffic from the Grand’Place! The instigator? Ackroyd Publications, a relatively young publisher for Brussels’ English-speaking community.**

Ten years earlier, the first issue of The Bulletin was launched from a basement of an Uccle home. Eight pages long and costing a mere five Belgian francs, it rapidly developed into the finger on the pulse of a fast growing community of international arrivals and visitors. NATO’s move from Paris to Brussels and the expansion of the EEC enabled The Bulletin and its Publisher to grow into a recognized media house, covering urban life, Belgian politics and expat lifestyle in a growing number of titles.

## Gateway to the international community

Monique Ackroyd, the publications’ founder, set up the company in 1962 to help the international community integrate in Belgium. In 2000 Ackroyd Publications and

ING joined hands to launch xpaths.com, the definite online resource for international residents and visitors. Seven years later and headed by her son John Stuyck, Ackroyd Publications merged into the Corelio media group. A move in line with Corelio’s strategy of converting quality content into attractive target groups for advertisers. Today, Ackroyd Publications is the leading publisher of successful media such as WAB, Newcomer, Expat Directory, Flanders Today, and the websites xpaths.com and The Bulletin.be. The company also regularly organizes events for the international community in Belgium, such as the Welcome Fair and Election Night. ■

“ From now on, non-Belgian, English-speaking residents have a voice of their own. That voice: **The Bulletin** ”

Monique Ackroyd in the first issue of The Bulletin, September 21th 1962

## YOUR MESSAGE, OUR MISSION

*Digital, online, print, events... we offer a dynamic portfolio with a strong cross-media focus and put all our resources at the disposal of both reader and advertiser. Our partners are in the right place to organise umbrella campaigns in which our brands co-operate on websites, special editions, newsletters, custom media and events. With our advertisers, we can produce customer-tailored proposals that perfectly reflect your brand and message.*



Your audience, our mission

# Unique insights into the international community

Did you know that there are 263.500 foreign residents in Belgium working for the European institutions, international companies, organizations and NGO's? A diverse group, representing over fifty nationalities – but bound by a common language. And on average they earn 6.400 euro a month... net! How do we know? Because we asked them...



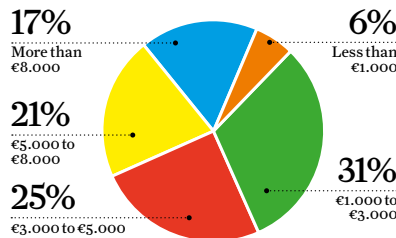
In October 2010 Ackroyd Publications - in a joint effort with Corelio, Belgium's largest newspaper publisher – and online research facilitator Ivox mounted the largest survey of the Brussels international residents community ever. Over the course of two months, 3.717 readers were invited to share their experiences of the international scene in Brussels. In total, over 36.000 minutes were spent on filling out our survey, offering truly unique and valuable insights into the expat community.

As interesting as the demographics of our readership are, it is their spending habits that set them apart. With one reader out of four having a net household income of over 7.000 euro a month – the average in the survey is 6.400 euro - there is a lot to spend indeed. Over the coming twelve months, 25% of our readers will buy new home furnishing, 24% plan on buying digital products (with a strong emphasis on notebooks and tablets), while 20% have a new television, digital camera or similar in their sights.

We're happy to share more information on our international audience. Contact your sales representative for in-depth information on the Belgian expat-community. ■

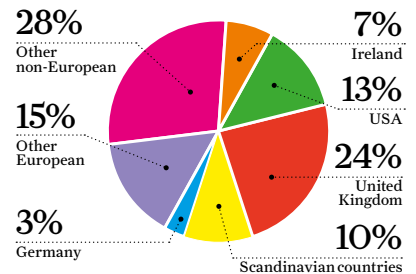
## Monthly income

The average net income per household of our audience equals 6.400 euro, providing our partners access to a community with unparalleled purchasing power.



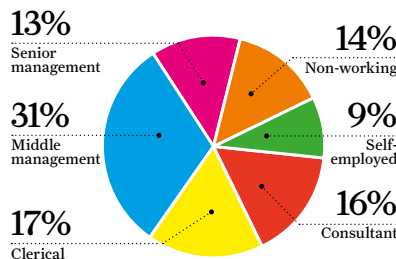
## Origins & language

Brussels' expat community represents more than 50 nationalities. Over 70% of all respondents claim English as their mother's tongue; all others indicate the language of Shakespeare as their second language.



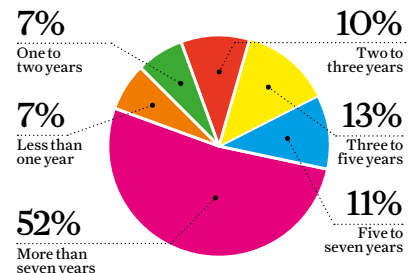
## Profession

Over 60% of our readers hold a decision-making position, both in private and public service, expanding their influence not only to their household, but also their professional surroundings.



## Residence

More than half of the 263.500 foreign residents in Belgium, have been living within our borders for over 7 years. Their average length of stay equals 5.4 years.



## The Bulletin.be

# The essential digital guide to Belgium

**Our digital portfolio offers a daily reach that is unequalled by any. We have chosen to focus on developing this strong community- and service-oriented digital presence, with online publications offering up-to-the-minute agenda information, jobs and property in a community that encourages networking and recommendations.**

As from 1998, Xpats.com was established by Ackroyd Publications adding jobs, services and classifieds to an already impressive inventory. Visitor appreciation is reflected in high loyalty-numbers. According to our most recent Analytics, we reach over 50.000 unique visitors every month, spending approximately 4,5 minutes on the site. While

traffic originates from all over the world, more than half of daily connections are made from within the Brussels region.

Our websites attract newcomers, soon-to-be-arriving permanent or temporary foreign residents, tourists, cosmopolitan Belgians, the international community living & working in Belgium. As the first International Community oriented website to launch in Belgium (1998), Xpats.com & Thebulletin.be has grown into an interactive community for sharing information, deals, entertainment, references and contacts. Our newsletters inspires over 18.000 subscribers daily or weekly with highlights from the news, top job ads and guides to living and working in Belgium.



☰ SMALL ADS  
*Discover expat goodies.*

🔍 Q&A  
*Help and get help*

👤 JOBS  
*Find work suited for expats*

📰 HEADLINES  
*Lorem ipsum dolor sit amet*

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Events | Reviews | Guides | Dating
Follow Like Connect

6°/13°  
BRUSSEL BELGIUM

REGISTER stay up to date!

### HEADLINES

**When "computer says no"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consequat leo et nibh viverra pellentesque. Aliquam erat volutpat. Phasellus purus enim, commodo vitae posuere.

[MORE](#)

### QUESTIONS & ANSWERS

**Need help with sorting out my visa**

MARC D.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed commodo, magna sed

[2 ANSWERS](#)

### SMALL ADS

**Builders Brussels**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam euismod elit ac lacus euismod eget malesuada magna faucibus. Phasellus in metus est, a hendrerit.

[MORE](#)

**Price: € 1.500**

Freshly renovated apartment in the EU Area (Parc du Cinquenaire)

## Facts & Figures

Our visitors represent over 40 different nationalities, predominantly British, Americans and Scandinavians. Almost 60% of our readers stays in Belgium for more than 7 years and continue to visit TheBulletin.be throughout that period. TheBulletin.be draws its visitors from both residents and visitors. Each year, around 55.000 international meetings are being held, leading to over 50.000 stay-overs per night in the Brussels region. ■



# The Bulletin Specials

# Living and working in Belgium

**New residents may find settling in Belgium quite the challenge. Languages, politics and culture appear to be shifting from a dynamic melting pot to incomprehensible chaos. This is where our specials jump in, bringing its readers information on how to settle down and flourish in Belgium.**

The international community of Brussels accounts for more than 300.000 people, renewing itself every 5,4 years. Ranging from the European institutions (40.000) and lobbyists (20.000), through the largest concentration of diplomats worldwide (5.250) and over 2.000 international companies,

Brussels is one of the prime global hubs of the world. Our specials are printed in over 15.000 copies, appears once or twice a year and targets new international arrivals in Brussels and Belgium. ■



## The Bulletin Newcomer

The Bulletin Newcomer is the essential survival kit to all international arrivals, guiding them through every essential decision as well easing the process of settling down in their new home. Whether this involves choosing a new school, picking a restaurant or finding a new residence, Newcomer is the first line of information for about 60.000 annual new arrivals. The Bulletin Newcomer gathers listings of clubs & associations, schools, churches, real estate agencies, fashion stores, restaurants, information points, emergency centers and expat-friendly companies, etc...



## The Bulletin Expat Directory

The logical companion for The Bulletin Newcomer, Expat Directory is the most complete listing of all points of interest for international arrivals and residents. This comprehensive listing of all clubs, associations, schools, emergencies and expat-friendly companies and corporations is as essential to all expats as their mobile phone or credit card. The Bulletin Expat Directory is published once a year and sent to all our subscribers, major companies and organisations as well as newsstands. With an enhanced online presence, this is a unique opportunity to stay in your customers' focus.



## The Bulletin Business Guide

The Bulletin Business Guide is a new publication to help expats navigate self-employment and starting a new business in the country. In this guide we outline the nitty-gritty of the bureaucracy that has to be navigated and explore ways you can develop your skills, draw support from myriad Belgian and community organisations, and discover new ways of networking and co-working. Rules and regulations are also continually changing so we suggest that you keep abreast of new practices via the websites listed. Throughout the magazine we profile people from the international community who are working hard to transform their dreams of entrepreneurship into reality.

# Our rates

<b>Display advertising</b>	Leaderboard	€30 CPM	
	IMU	€35 CPM	
	Skyscraper	€25 CPM	
	Splashpage	€950/week	
<b>Sponsor package</b>	€8.100		
	Leaderboard 300,000 impressions / year		
	Leaderboard in 6 Newsletters		
<b>High Impact Sponsor Package</b>	€10.440		
	Leaderboard 300,000 impressions / year		
	Leaderboard in 6 Newsletters		
	Full page in 2 print publications		
<b>Cross media packages</b>	<b>normal page</b>	<b>discount</b>	<b>Net</b>
	One page in special (print)	15%	€1.657,50
	Unique LB in newsletter	15%	€637,50
	75,000 Leaderboards	15%	€1.912,50
	<b>€4.950,00</b>		<b>€4.207,50</b>
	<b>normal page</b>	<b>discount</b>	<b>Net</b>
	Two pages in special (print)	25%	€2.925,00
	Unique LB in newsletter	25%	€1.125,00
	75,000 Leaderboards	25%	€3.375,00
	<b>€9.900,00</b>		<b>€7.425,00</b>
	<b>normal page</b>	<b>discount</b>	<b>Net</b>
	Three pages in special (print)	40%	€3.510,00
	Unique LB in newsletter	40%	€1.350,00
	75,000 Leaderboards	40%	€4.050,00
	<b>€14.850,00</b>		<b>€8.910,00</b>
<b>Newsletters:</b>	<b>Unique Leaderboard</b>	<b>Dedicated</b>	
	Daily	€2.250,00	+ content + value proposition
	Classifieds	€2.250,00	+ content + value proposition
	Events	€2.250,00	+ content + value proposition
	Real Estate	€2.250,00	+ content + value proposition
<b>Advertorial</b>	€2.500 / full page in print publication and Online advertorial - € 2.000		
	+ newsletter to boost traffic € 750		
<b>Jobs</b>	Job online four weeks	€400,00	
	Job online two weeks	€275,00	
<b>Real Estate IMU</b>	IMU pricing + 25% preferred placing		

# Flanders Today

# An international audience for your multi-channel message

**Flanders Today is a weekly English-language newspaper, website and mobile app published and written by Ackroyd's journalists. Part of Mediahuis, one of Belgium's largest media groups, with holdings in a vast number of communications platforms, including print and webmedia, television and radio.**

Flanders Today launched in October of 2007 – exactly six years ago – to provide an international audience with news and information on Flanders and Brussels in English. The rate at which they subscribed to this weekly newspaper astounded everyone; Flanders Today went from 14,000 copies a week to 28,000 copies – and counting.

That proved what we already suspected: that Flanders Today was filling a gap in the media landscape. Other English publications were focussing on Brussels. And if expats were partaking of local media, it was usually the French-speaking press. But in Belgium, that's only half the picture.

The Flemish government decided to fund a newspaper that would provide news, business, politics and culture coverage focusing specifically on Flanders and its capital city, Brussels. So week after week, Flanders Today delves into Flemish government policies, municipal concerns, the region's economy, the work of Flemish artists and just where to go to get a good beer. Flanders Today



told about the Dutch-speaking community in Brussels, the quirky museums of Flanders, anything and everything to do on the Flemish coast and which villages across the region are worth a visit. And Flanders Today provided its readership with the news of the day, so they could keep up with the region they made their home.

## Bigger and better

Now that we've established ourselves, we're ready to expand. Flanders Today relaunched

itself with a new website with daily news and updates. There are also new apps for Android and iOS on the way, so you can read Flanders Today whenever you want, wherever you are. Want to get the daily news emailed? We've got that, too. Want your trusted weekly e-newsletter? You can still have it, but now you can personalise it to receive as much – or as little – as you want. One of our most exciting new features is Make Your Own Newspaper. Choose the articles you want to read, and they will be delivered to you as a pdf – your own, personal newspaper. ■

### Print

<b>Full page</b>	380 x 255 mm	€2.200
<b>1/2 page</b>	186 x 255 mm	€1.200
<b>2 columns</b>	380 x 100 mm	€950
Special rate & module: for tourist offices, real estate, hotels, HR companies & restaurants		
<b>1/2 page</b>	186 x 255 mm	€935
<b>Special module</b>	90 x 50 mm	€150

### Online display

<b>Leaderboard</b>	728 x 90 PIXELS – 30kb	rate: €30/1.000 impressions
<b>IMU</b>	300 x 250 PIXELS – 30kb	rate: €35/1.000 impressions
<b>Skyscraper</b>	120 x 600 PIXELS – 30kb	rate: €30/1.000 impressions
<b>Leaderboard in newsletter</b>		€750

## Expat Time

# Essential insights for foreign nationals in Belgium



**Expat Time is a brand new title and the first of its kind in Belgium. ING, the leading expatriate bank in the country is collaborating with Ackroyd Publications to produce a free quarterly magazine for its top 25,000 expat clients. Targeted at Belgium's international community, the magazine is published by Corelio, one of**

### Belgium's largest media groups.

Ackroyd Publications' portfolio already includes Newcomer, Flanders Today, Expat Directory, Education Guide and WAB, and the websites Xpats.com and TheBulletin.be. ING "contributes to Expat Times" editorial content via expert opinion and details of its events and seminars.

The 36-page magazine has a fresh, distinctive and attractive design, and its editorial content is an appealing blend of nice-to-know and need-to-know. People are at the heart of this project: individuals from around the world who have made their home in Belgium. Their faces lead the reader through all sections of the magazine. Each issue profiles expats from various walks of life while covering a range of topics: real estate, careers, business, estate planning, investment and more.

### Targeting the affluent and influential

Expat Time is aimed at the expat community living in or moving to Belgium. Its readers are English-speaking, but that is not necessarily their mother tongue. By distributing to the

bank's 25,000 top-tier expat clients, the magazine targets a group with considerable purchasing power. Readers occupy decision-making positions, both in private and public service, with an average length of stay in Belgium of 7 years. The magazine focuses on Brussels but also features the rest of the country.

### Advertising with Ackroyd

This new publication offers a rare opportunity to reach an exclusive audience. As the leading publisher for foreign residents in Belgium, Ackroyd is in the unique position of having a print, online and digital portfolio that is continually expanding. It is part of the Corelio group, which provides cutting-edge and quality editorial content for advertisers across the country. Ackroyd Publications therefore provides a one-stop, very flexible shop for all your advertising needs.

**Please contact Helena Vreedenburgh at [helena.vreedenburgh@ackroyd.be](mailto:helena.vreedenburgh@ackroyd.be) or Evelyne Fregonese at [Evelyne.Fregonese@ackroyd.be](mailto:Evelyne.Fregonese@ackroyd.be) for additional information and the best offer for your marketing package. ■**

### The quarterly also includes:

- Events and happenings in Brussels and beyond
- A practical guide to life in Belgium
- Shopping, design and eating out
- Property
- An overview of new laws and tax rules and how they affect readers
- Columns: one on finance, the other a humorous look at expat life
- A full-page artwork by a Belgian artist.





## Newsletters

# Your daily dose of news

Each day **TheBulletin.be** keeps readers up to date with news from across Belgium via its email newsletter. It features a mix of serious and light-hearted news items, as well as information about shopping, sport and the weather. This is supplemented by a weekly mailout, which includes topical guides and features on lifestyle, finance and culture, an English-language video item submitted by the VRT's Flanders News department, plus our job of the week and classified ad of the week.

These newsletters provide more than 10,000 subscribers with highlights from the news, targeted job adverts and advice on living and working in Belgium. They have proved highly successful and, due to popular demand, we will be launching extra, targeted newsletters this year.

They will provide a healthy mix of stories and promotions with a focus on the following areas of importance to expats:

**Jobs:** For new arrivals in Belgium, a job is one of the top priorities. So, in cooperation with Belgium's leading online recruitment site, Jobat, we'll be advertising jobs targeted at the expat community

**Property:** Just as important as the dream job is a place to call home. That's why real estate is the most popular subject among visitors to TheBulletin.be, with readers looking to expand, downsize, find a flatmate or move to the countryside

**Classifieds:** The relaunched small ads section on our website is the ideal place for our readers to pick up anything from furniture and home appliances to babysitters and second-hand cars ■

View the newsletter in your browser



Powered by [xpats.com](#)

## Daily

TUESDAY, 15TH OF JANUARY 2013



**When "computer says no"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consequat leo et nibh viverra pellentesque. Aliquam erat volutpat.

MORE ▾



**Los Ponchos**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consequat leo et nibh viverra pellentesque.

MORE ▾



**Finding apartments outside Brussels**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consequat leo et nibh viverra pellentesque. Aliquam erat volutpat. Phasellus purus enim, commodo vitae posuere.

MORE ▾



**Culture beat**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consequat leo et nibh viverra pellentesque. Aliquam erat volutpat.

MORE ▾

<b>Newsletters:</b>	<b>Unique Leaderboard</b>	<b>Dedicated</b>	
Daily	€750	€2,250	+ content + value proposition
Classifieds	€750	€2,250	+ content + value proposition
Events	€750	€2,250	+ content + value proposition
Real Estate	€750	€2,250	+ content + value proposition

