

# THE Bulletin

YOUR GATEWAY TO THE INTERNATIONAL COMMUNITY

2016-2017

## The Bulletin

# 54 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 run from a basement of an Ucele 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 Mediahuis group. A move in line with Mediahuis 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 seminars and Election Nights. ■

“ 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 5.150 euro a month... net! How do we know? Because we asked them...



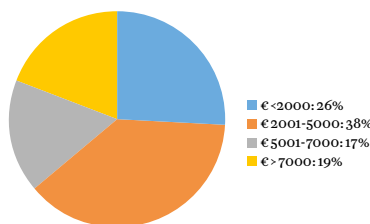
In June 2015 Ackroyd Publications - in a joint effort with Mediahuis, Belgium's largest newspaper publisher – and online research facilitator Ivox mounted the largest survey of the Brussels international residents community ever. Over the course of two months, 722 readers were invited to share their experiences of the international scene in Brussels, 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 five having a net household income of over 7.000 euro a month – the average in the survey is 5.150 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. ■

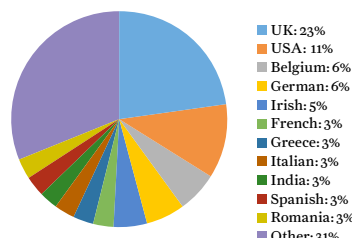
### Net monthly income

The average net income per household of our audience equals 5.150 euro, providing our partners access to a community with unparalleled purchasing power.



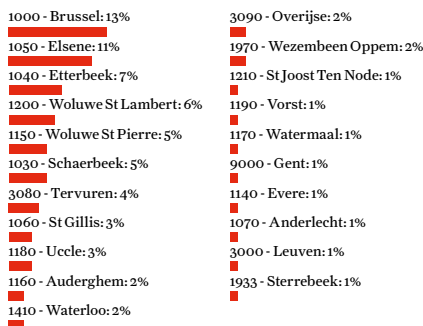
### Origins & language

Brussels' expat community represents more than 68 nationalities. Over 70% of all respondents claim English as their mother's tongue; all others indicate the language of Shakespeare as their second language.



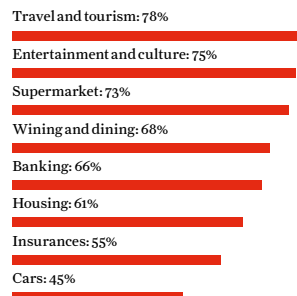
### Focus on postal codes

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.



### Focus on decision makers

Our audience has a broad spectrum of interests. Financial matters are top of mind, but 'The Good Life' is even more prominent with lots of attention for gastronomy, culture and tourism.



## 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 90.000 unique visitors every month, reading over 300.000 pages each month. While traffic

originates from all over the world, more than half of daily connections are made from within the Brussels region. More than 1 out of 4 of our visitors visit the site every day. Even more: 1 out of 4 visitors spend more than 1 hour per week on the site. Our 2015 survey showed us that 81% of our visitors are very satisfied with the news that we bring.

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 30.000 members daily or weekly with highlights from the news, top job ads and guides to living and working in Belgium.



The screenshot shows the website's layout with a top navigation bar including 'My account', 'Home', 'Shop', 'Events', 'Features', and 'Weather'. Below this is a social media follow section for 'The Bulletin.be' with RSS, Facebook, and Twitter icons. A 'Not registered yet?' box offers daily/weekly newsletters, a buy/download option, and a 'REGISTER NOW' button. The main content area features a 'Culture Beat: 19 February' article about African culture, a 'The Bulletin Guides' section for living and working in Brussels, and a 'REAL ESTATE' listing for a 'Splendid Art Nouveau house in Brussels' priced at €276,200.00. A 'HEADLINES' section features a photo of Rihanna.

## Facts & Figures

Our visitors represent over 68 different nationalities, predominantly British, Americans and Germans. 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, 75.000 of our readers sleep on average 18,2 nights in a hotel, what amounts to a total of 136.500.000 EUR spent per year in the Brussels hotel industry! ■

## 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 10.000 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 as 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 Best of Belgium

Discover what's quirky and cool about Belgium in our annual guide. Our readers get the lowdown on top sights and experiences, including offbeat museums, underground art, travel tips, best massages places, cheap eats and gastronomic dining. The 100-page magazine also includes the Expat Directory, full of practical information for residents and visitors. We outline the nittygritty of the bureaucracy that has to be navigated and explore ways you can develop your skills, both personal and professional.

#### Rates

<b>2/1 page</b>	€ 3.600
<b>1/1 page</b>	€ 1.950
<b>1/2 page</b>	€ 1.150
<b>1/4 page</b>	€ 885
<b>1/6 page</b>	€ 420

#### Formats

<b>2/1 page</b>	297x450 mm + 5 mm bleed
<b>1/1 page</b>	297x225 mm + 5 mm bleed
<b>1/2 page</b>	132x200 mm
<b>1/4 page</b>	132x133 mm
<b>1/6 page</b>	132x64 mm

# 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>Newsletters:</b>	<b>Unique Leaderboard</b>	<b>Dedicated</b>		
	Daily	€750,00	€2.250,00	+ content + value proposition
	Classifieds	€750,00	€2.250,00	+ content + value proposition
	Events	€750,00	€2.250,00	+ content + value proposition
	Real Estate	€750,00	€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>Living Here</b>	On livinghere.xpats.com, we connect brands with the community through relevant content tailored to the needs of the xpat. Please contact us for an introduction on how your stories can bring value to our community.			



## 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 was launched in October 2007 – exactly nine 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 reaches over 90.000 readers every month through newsletters, website and the print edition.

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. The site reaches more than 50.000 readers per month, who



consume more than 110.000 pages. Our newsletters have over 12.000 subscribers

### 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

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**Online display**

**Leaderboard** 728 x 90 pixels – 30kb rate: €30/1.000 impressions

## 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 Mediahuis, 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 Time" 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

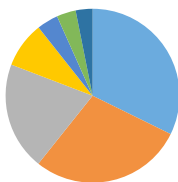
a print, online and digital portfolio that is continually expanding. It is part of the Mediahuis group, which provides cutting-edge and quality editorial content for advertisers across the country. Ackroyd Publications therefore provides a one-stop, very flexible shop for all your advertising needs.

**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:

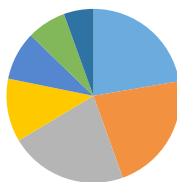
- Events and happenings in Brussels and beyond
- A practical guide to life in Belgium
- Shopping, design and eating out
- Property
- An overview of new laws and tax rules and how they affect readers
- Columns: one on finance, the other a humorous look at expat life
- A full-page artwork by a Belgian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

### Professions reached by Expat Time



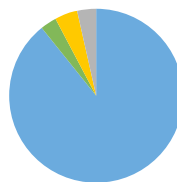
- Pensioner: 26,57%
- Employee Private Sector: 23,41%
- Eu Civil Servant: 16,55%
- Executive Private Sector: 7,02%
- Employee Public Sector: 3,26%
- Career Diplomatic And Consular Agent (Diplomatic Status): 2,93%
- Industrialist/Company Director: 2,58%

### European Readers



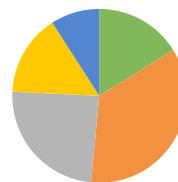
- Spanish: 9,11%
- German: 9,07%
- British: 8,95%
- Greek: 4,80%
- Portuguese: 3,69%
- Polish: 2,97%
- Roumanian: 2,25%

### Nationality of the Expat Time Readership



- European: 81,37%
- US - Canada: 2,75%
- Asia: 3,85%
- Africa: 3,21%

### Age of the Expat Time reader



- < 35y: 16%
- 35-45y: 35%
- 46-55y: 24%
- 56-65y: 15%
- > 65y: 9%



## The Bulletin 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 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. ■

FEBRUARY 19, 2016



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### Your daily newlink to Brussels and Belgium



**Plans of Brussels tunnels likely "eaten by mice"**

The saga of the deteriorating Brussels tunnels has taken a farcical turn after it was discovered yesterday that some of the original plans were...


MORE



**Belgian students develop headphones that read your mind**

As part of a Ghent University (UGent) course that aims to bring together tomorrow's designers with tomorrow's engineers, three students have designed...


MORE



**Brussels Housing Fund expands to include middle class**

The Brussels Housing Fund has adapted the conditions necessary to qualify for a mortgage loan at a low interest rate when purchasing a home in the...

MORE



**'Hope and admiration': Brussels concert marks five years since Japan quake**

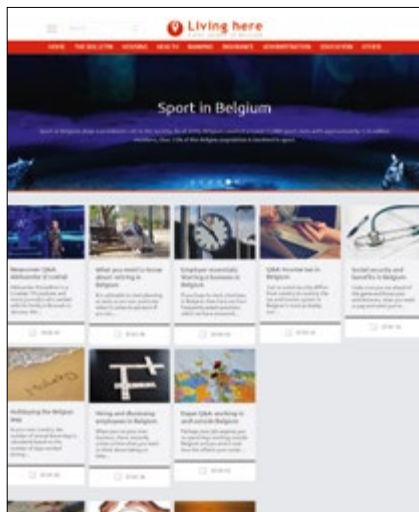
A classical music concert in aid of the victims of the 2011 Japanese earthquake and tsunami makes its return to Flagey on 11 March - marking exactly five years since the disaster which killed 15,000, left more than 300,000 people displaced and...

**Newsletters:**

	<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

# Living Here

## Expats guides to Belgium



**With over 250.000 expatriates in Belgium – many of them living close to Brussels – one would assume the country is an international resident’s paradise. Unfortunately, as charming and surprising Belgium may be, the obstacles and challenges faced by new and current expats are numerous.**

That’s where Living Here comes in. Inspired by our partners and the editorial teams of The Bulletin, Xpats.com, Flanders Today, WAB and other publications within the Bulletin Group, we decided it was time to create a place on the web with one prime directive: “To help expats settling and living in Belgium.” So here it is, your spot for all things settling and living in the center of Europe. A unique opportunity to get in touch with our audience by the use of ‘native advertising.’ Native advertising is defined as a piece of content -- article, video, infographic -- that is distributed to an audience through a publisher platform in a way that does not disrupt the native user experience of that platform. Native advertising is all about delivering advertising as good and as fun to read as the content itself. Our Guides are very

popular with The Bulletin’s audience and are boosted on all our social channels (Facebook, Twitter) and newsletters. Our advertisers are mentioned as “partners” for these articles; when clicked, the full article shows on a page that includes a sponsoring element from our partner, such as a a twitterfeed, branding skyscraper or leaderboard.

The results of native advertising are impressive; a study by IPG Media Lab and Sharethrough shows the following results:

- Consumers looked at native ads 53% more frequently than display ads.
- 25% more consumers looked at in-feed native ad placements (the most common editorial native ad format) when compared to display ad units.
- Native ads registered 18% greater purchase intent and 9% increase in brand affinity responses when compared to banner ads.
- 32% of respondents said the native ad “is an ad I would share with a friend or family member” versus just 19% for display ads.

**Every campaign is tailor-made, so make sure to talk to your account manager about the details of such campaigns. ■**

### How Group S reached out to the expat community

Group S, one of Belgium’s prominent human resources and management solution providers, teamed up with the editorial team of Living Here to connect their stories with the international community. Centerpiece of the cooperation was a great guide explaining the pitfalls and challenges of employment in Belgium. Through banners, newsletters and word of mouth, the ebook was downloaded by over 1.750 potential prospects.



