

THE **BRUSSELSTIMES**  
www.brusselstimes.com

**ADVERTISE WITH  
THE BRUSSELS TIMES**

**REACH THOUSANDS OF  
AFFLUENT AND  
HIGH-PROFILE  
EXPATS, DIPLOMATS,  
BUSINESS PEOPLE  
AND VISITORS IN BELGIUM**

## ABOUT THE MAGAZINE

The Brussels Times Magazine is a glossy bi-monthly magazine published by The Brussels Times. It targets the Expat, Diplomat and International community in Brussels and Belgium.

The magazine has a circulation of 20,000 copies and is distributed in the EU Commission, European Parliament, 100+ Embassies and inside 7 000+ hotel rooms of upscale luxury and business hotels in Brussels.

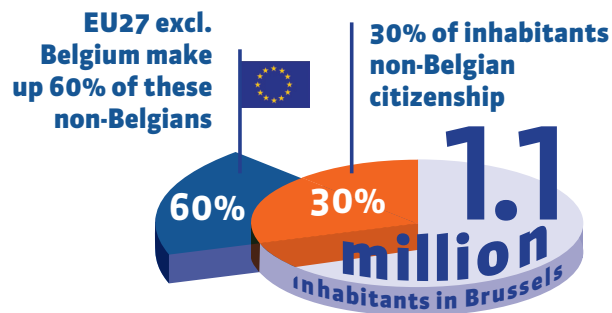
The editorial content covers a wide range of topics from Art & Culture to Business and EU Affairs. The team consists of numerous high profile columnists and artists including Philippe Legrain (former advisor to former European Commission president José Manuel Barroso), Derek Blyth (former Editor in Chief of The Bulletin), Lectrr (award winning Belgian cartoonist and illustrator) and Philippe Van Parijs (prominent Belgian Philosopher and Economist).

## THE READERS

Brussels hosts one of the world's largest expat and diplomat community. The city has also soared to become one of the leading business tourism destination in the world and is ranked Europe's number 1 city for congresses and business conferences (Source: UIA).

The readers of The Brussels Times Magazine are aged between 25-65 and are characterized by high disposable income, high level of education, frequent travelling (both business and leisure) and an appreciation for culture, fashion, luxury and high quality products and services.

## BRUSSELS DEMOGRAPHICS

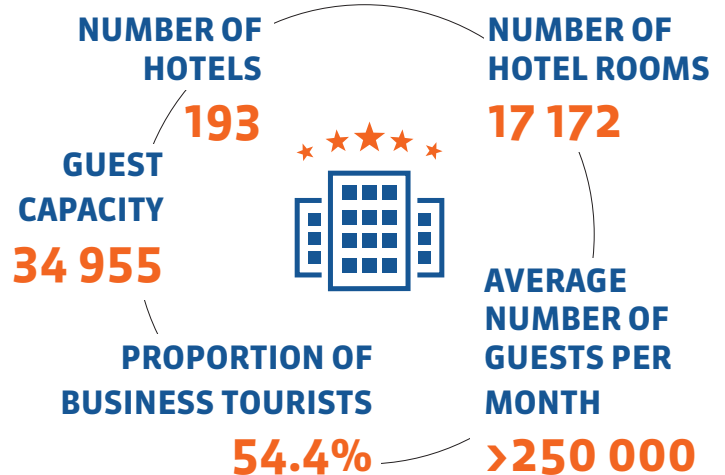


**Number of Expats, Diplomats, Lobbyists and People linked to the EU institutions:**

**> 150 000**

Source: BISA and BLBE

## BRUSSELS HOTEL SECTOR



Source: Observatory for Tourism in Brussels

## THE DISTRIBUTION

**CIRCULATION:**  
**20 000**  
**COPIES/ISSUE**



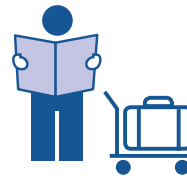
**REACH**  
**PER ISSUE:**



**> 200 000**

**HOTEL DISTRIBUTION:**  
**INSIDE 7 000 ROOMS**

**100 000**  
**GUESTS**  
**EVERY**  
**MONTH**



Our Hotel Partners are mostly 4 and 5 star business and luxury hotels such as Hilton, Crowne Plaza and Radisson. A total of 12 500 copies are delivered and each hotel receives extra copies in case some need to be replaced throughout each 2 month period.

**EU INSTITUTIONS: 5 000 COPIES**

Distribution stands inside main buildings of EU Commission and European Parliament. A copy is also directly delivered to the desk of each of the 751 MEPs at the European Parliament.

**DIPLOMATS: 1 500 COPIES**

Over 100 Embassies and Representations to the EU receive the magazine for distribution to their staff.

**FOR SALE: 1 000 COPIES**

Sold in over 200 news agents and shops around Belgium.

## ADVERTISING RATES

Format	Dimension	Rate
Full Page (1/1)	210 x 297 mm	€ 2 400
Double Page Spread (2/1)	420 x 297 mm	€ 4 400
Half Page (1/2)	185 x 132 mm	€ 1 400
<i>Premium Positions</i>		
Cover 2 (Inside Front)	210 x 297 mm	€ 3 600
Cover 3 (Inside Back)	210 x 297 mm	€ 3 200
Cover 4 (Back Cover)	210 x 297 mm	€ 4 800
<i>Sponsored Articles</i>		
1 Page	210 x 297 mm	€ 3 600
2 Page Spread	420 x 297 mm	€ 6 600

## ADDITIONAL INFO

- Prices quoted are exclusive of VAT

- Special formats and inserts are available upon request.

- Technical Specifications: Submitted files should be PDF, JPG or TIF format and have high resolution (minimum 300 DPI) with 5mm Bleed.

## PRODUCTION SCHEDULE 2018

Issue	Publication Date	Reservation Deadline	Material Deadline
Feb/Mar 2018	01/02/18	15/01/18	22/01/18
Apr/May 2018	02/04/18	16/03/18	23/03/18
Summer Issue 2018	04/06/18	16/05/18	23/05/18
Sep/Oct 2018	03/09/18	16/08/18	23/08/18
Winter Issue 2018	07/11/18	20/10/18	26/10/18

## CONTACT

The Brussels Times

+32 (0)2 403 36 93  
info@brusselstimes.com  
www.BrusselsTimes.com

Rond Point Schuman 2  
1040 Brussels