We partner up and join our forces as...
WE ARE
THE YOUNG ACTIVE URBAN SPECIALIST
empowering your brand to connect with the 18-35 audience
WHO ARE THEY?

THEY'RE YOUNG
ACTIVE
URBAN

And yes, they care
about some stuff...
a lot of stuff!
GEN Z & MILLENNIALS

KEY STATS
Born: 1987 - 2004
Age: 18 - 35

CHARACTERISTICS
• FOMO (fear of missing out)
• Creative, diverse, and ethical
• Hate being labelled
• Experience driven
• Desire for discovering & sharing
• Aiming to get on the housing ladder
• Love traveling/ looking for an escapade
• Focus on personal growth, eager to learn new skills

FIRST
truly digital generation
The national newspaper with the youngest audience.

The first digital media dedicated to student life in Belgium.

The platform for all the technogeeks.

The guide to the streaming platforms.

The reference website for culture and experiences agenda in Belgium.

First Belgian news platform about Apple.

All about cinema and nearby theatres.

The national newspaper with the youngest audience.

United to deliver:

News content & specialised content

Shared reach

Generalist content

Specialised content
WE OFFER YOU

• UNIQUE & CREATIVE solutions

• A MULTIPLATFORM OFFER including digital, print, and field activation

• AN ACCESS TO OUR EXCLUSIVE NETWORK to reach the Gen Z and the Millennials
WE OFFER THEM

• FRESH & FREE INFOTAINMENT

• QUALITY CONTENT & SERVICES from trusted sources

• BILINGUAL MEDIA (FR + NL)

• TO BE THERE EVERYWHERE they go/ work/ study/ travel/ party/ chill...
THE YAU NETWORK

- **Reach in 5 BIG CITIES** (Antwerp, Gent, Brussels, Liege, Charleroi) + 18 flemish and 13 walloon cities

- **NL + FR** exceptional coverage

- **Reach 18-35** (digital) & **18-45** (print)

- **Target of Urban professionals & students**

=1.1 MILLION YAU IN BE

11% of the Belgian population 12+

Source: CIM Dec 21
KPI's of our Young Active Urban Network

- **4.4M** website users/ month
  - +63% since Dec 21
- **10.8M** pageviews/ month
  - +66% since Dec 21
- **78%** Mobile PV
- **22%** Desktop PV
- **332K FOLLOWERS**
  - Fb, IG, TikTok, Twitter, LinkedIn
- **150K COPIES/ DAY**
  - Printed copies per day

Source: GA & CIM May 22
THE OFFER

YOUNG ACTIVE URBAN

IMPACT  CONTENT  ACTIVATION  VIDEO  STUDIO
### IMPACT

Your branding in impactful ad-slots on the YAU-network

**Selection:** YAU-network NL + FR

<table>
<thead>
<tr>
<th>Media</th>
<th>Digital</th>
<th>Digital</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Format</strong></td>
<td>Full impact display</td>
<td>Full impact video</td>
<td>Halfpage</td>
</tr>
<tr>
<td><strong>Period</strong></td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
</tr>
<tr>
<td><strong>Volume</strong></td>
<td>650K imp</td>
<td>650K imp</td>
<td>450K imp</td>
</tr>
<tr>
<td><strong>SOV</strong></td>
<td>App. 20%</td>
<td>App. 20%</td>
<td>App. 15%</td>
</tr>
<tr>
<td><strong>Media Value</strong></td>
<td>€ 19.500 (eCPM 30)</td>
<td>€ 22.100 (eCPM 34)</td>
<td>€ 8.100 (eCPM 18)</td>
</tr>
<tr>
<td><strong>YAU Launch Offer</strong></td>
<td>€ 9.750 netnet (eCPM 15)</td>
<td>€ 11.050 netnet (eCPM 17)</td>
<td>€ 4.950 netnet (eCPM 11)</td>
</tr>
</tbody>
</table>

**Add-on**
- Print Coverwrap C1+C4 @ + € 20.000 netnet
- Print Art 1000 (1/1 page) @ + € 10.000 netnet
YAU creates, publishes and amplifies Branded Content for your brand in NL + FR

A set of 3 or 5 native articles is published on external branded page. Branded content produced by the YAU experts.

YAU amplifies the content with its network NL + FR
A minimum guaranteed pageviews on the set of articles is delivered

Selection: YAU-network NL + FR

---

<table>
<thead>
<tr>
<th>Media Value</th>
<th>Digital Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 25.000</td>
<td>€ 32.500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period</td>
<td>2 weeks</td>
</tr>
<tr>
<td>Volume</td>
<td>3 articles</td>
</tr>
<tr>
<td>Min. guaranteed views</td>
<td>10K</td>
</tr>
<tr>
<td>Tech cost</td>
<td>€ 6.200 netnet</td>
</tr>
</tbody>
</table>

YAU LAUNCH OFFER

**Branded Content offer**

+- Add-on

PRINT (NL + FR)
- 1 video in article € 1.500 (NL or FR)
- 2 video in articles € 3.000 (NL or FR)
- Extra views €450 per 500 views
FLOW

AMPLIFICATION

YAU NETWORK

BRANDED PAGE

YOUR WEBSITE
SOCIAL LIFT
YAU publishes your social media post in its network NL + FR. A guaranteed volume of impressions of the Social Lift content is delivered in desktop and mobile IMU.

<table>
<thead>
<tr>
<th>Media</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Format</strong></td>
<td>SOCIAL LIFT IMU</td>
</tr>
<tr>
<td></td>
<td>Display or video</td>
</tr>
<tr>
<td><strong>Period</strong></td>
<td>14 days</td>
</tr>
<tr>
<td><strong>Device</strong></td>
<td>Desktop + mobile</td>
</tr>
<tr>
<td><strong>Min. budget</strong></td>
<td>€ 1.500</td>
</tr>
<tr>
<td><strong>Pricing Social Lift Display</strong></td>
<td>CPM net price € 9</td>
</tr>
<tr>
<td><strong>Pricing Social Lift Video</strong></td>
<td>CPM net price € 10</td>
</tr>
</tbody>
</table>
ACTIVATION

YAU samples your offer @target hot spot of your choice.

+ YAU creates & publishes video of this sampling @YAU-network
+ YAU digital amplification
+ YAU print-ad

Sampling = subject of approval

---

<table>
<thead>
<tr>
<th>Media</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samples</td>
<td>1000 to 1500 distributed samples</td>
</tr>
<tr>
<td>Media</td>
<td>Field Activation + Digital + Print</td>
</tr>
<tr>
<td>Format</td>
<td>Field Activation by City Bike</td>
</tr>
<tr>
<td></td>
<td>Digital aftermovie + amplification</td>
</tr>
<tr>
<td></td>
<td>Print-ad Acc100 NL+FR</td>
</tr>
<tr>
<td>Activation</td>
<td>1 location</td>
</tr>
<tr>
<td>details</td>
<td>Teamleader 8 hours</td>
</tr>
<tr>
<td></td>
<td>Promoteam 8 hours</td>
</tr>
</tbody>
</table>

YAU LAUNCH OFFER

As of € 10,000 netnet
FLOW ACTIVATION & PRINT NL + FR

AFTERMOVIE & AMPLIFICATION
YAU NETWORK
VIDEO

YAU creates, publishes and/or amplifies a video format for your brand in NL+FR

YAU amplifies the video-content in YAU-network NL + FR

Selection: YAU-network OR YAU specific

<table>
<thead>
<tr>
<th>Format</th>
<th>Media</th>
<th>Digital</th>
<th>Digital</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video article</td>
<td>Video</td>
<td>€ 12.500 netnet</td>
<td>€ 12.500 netnet</td>
<td>€ 4.500 net net (eCPM 18)</td>
</tr>
<tr>
<td>Dynamic Job Alert</td>
<td>Dynamic</td>
<td>€ 12.500 netnet</td>
<td>€ 12.500 netnet</td>
<td>-</td>
</tr>
<tr>
<td>Video push</td>
<td>Digital</td>
<td>€ 4.950 netnet</td>
<td>€ 4.950 netnet</td>
<td>€ 3.500 netnet (eCPM 14)</td>
</tr>
</tbody>
</table>

Min. guaranteed views

- Video article: 250K
- Dynamic Job Alert: 250K
- Video push: 250K

Technical cost

- Video article: € 3.400
- Dynamic Job Alert: € 3.400
- Video push: -

YAU LAUNCH OFFER

- Video article: € 4.950 netnet
- Dynamic Job Alert: € 4.950 netnet
- Video push: € 3.500 netnet (eCPM 14)

PLEASE NOTE

- Video article = created with YAU templates
- Dynamic Job Alert = created with YAU templates
- Video push = video produced and delivered by the client
A TO Z TAILOR-MADE OFFER
in collaboration with the YAU-experts.

CHALLENGE THEM!

Kotplanet          Marina
Cinenews           Florence
Geeko             Etienne
Out               Florence
Metro             Valerie / Werner

PRINT + DIGITAL + FIELD ACTIVATION
Selection: YAU-network OR YAU specific
SHOWCASES

KRËFEL CONTEST

CONCOURS CHASSE AUX TRÉSORS
C'est la rentrée étudiante !

LUNDI 13/09
ENCEINTE BLUETOOTH
SONY

MARDI 14/09
MACHINE À
CAFÉ NESCAFÉ
DOLCE GUSTO

MERCREDI 15/09
ASPIRATEUR
SANS SAC
ROWENTA

JEUDI 16/09
CASQUE SANS FIL
SONY

VENDREDI 17/09
SMARTPHONE
OPPO
RENO 4

1000€ de cadeaux

Gros concours de rentrée !

LUNDI 13/09
TROUVE SUR NOTRE SITE
CE CASQUE SANS FIL
SONY

JE SUIS LÀ !

SONY
BLUETOOTH
 SPEAKER

JE SUIS LÀ !

koptplanet

JE SUIS LÀ !

koptplanet
Urban Therapy: un concept store plus green, plus clean, plus social

Urban Therapy est un concept store qui vise à proposer des produits écologiques et des services de soins qui favorisent un mode de vie plus vert et plus propre. Il s'agit d'une initiative novatrice qui vise à sensibiliser le public à la protection de l'environnement et à l'amélioration de la qualité de vie.

Le concept store Urban Therapy propose une gamme de produits naturels et éco-conçus, tels que des cosmétiques bio, des vêtements éthiques, des ustensiles de cuisine réutilisables et des objets décoratifs. Les clients peuvent également y trouer des conseils d'experts en matière de bien-être et de bien-être durable.

L'objectif de Urban Therapy est de contribuer à la création d'un circuit économique plus équitable et plus respectueux de l'environnement. En offrant des produits et des services de haute qualité, le concept store ambitionne de promouvoir une culture de consommation responsable et durable.

À suivre sur les réseaux sociaux :

- Facebook : Urban Therapy
- Instagram : Urban Therapy
- Twitter : Urban Therapy
SHOWCASES

LAUNCH SAMSUNG GALAXY S22

Suivez l’annonce du Galaxy S22 de Samsung en direct!

Ce 9 février, à 16h, Samsung lèvera le voile sur son nouveau porte-étendard. L’événement Unpacked sera l’occasion de découvrir la "..."
UPCOMING OFFERS
PRINT DIGITAL ACTIVATION

BACK TO REALITY
SEP-OCT 2022
• Content-waves
• print+digital
• Activation

WORLD CUP
NOV-DEC 2022
• Content-waves
• print+digital
• Activation in stations & online
HOLD ON! One more thing...

MEET THE BRANDS
We are:

- The largest national free newspaper (NL + FR)
- Available 24/7 through the website: metrot ime.be

We offer:

- News, fun and extras for people on the move
- A unique distribution system through displays in train and subway stations, high schools, universities, and companies
We are:

- The most complete online agenda.
- An idea maker for your outings
- The ideal spot to publish and promote your event.

We offer:

- Targeted audience on active people looking to go out in Belgium
- A young and dynamic layout and environment for your brand
- Large audience and national coverage on both languages (FR + NL)
We are:
• The N°1 cinema website in Belgium
• A community of movie and serie addict
• A handy service to find theatrical movie times

We offer:
• Targeted audience on entertainment and cinema lovers
• National reach on both languages (FR + NL)
• Impactful creative formats
We are:

- The website that advise you what to stream tonight
- A handy service to compare streaming providers in Belgium
- The website you need to follow the streaming trends
- A local view on the global streaming world

We offer:

- Targeted audience on entertainment and streaming users
- Ideal context to reach connected people and trend followers
- Creative formats to ensure good viewability
We are:

- The #1 specialized media in Belgium
- The 1st source of news in multiple areas: startups / telecoms / cryptos
- A media specialized in tech & entertainment, with thematics such as gaming, web, apps, tech, cars, streaming, movies, startups, blockchain, cryptos, fintech, ...

We offer:

- Daily coverage of all the news in tech/ web/ gaming/ streaming/ startups/ cryptos
- A multimedia approach with a website, a newsletter, Youtube, social networks, ...
- Quality content with the brand "Le Soir"
BELGIUM-IPHONE

We are:

• The #1 website for Apple addicts
• The largest branded community in Belgium
• An hyper specialized website that includes all the information about Apple products and everything related

We offer:

• Daily news about Apple products
• A large community of fans who exchange their opinions
• Specialized content
We are:
- The first digital media dedicated to student life in Belgium

Our mission:
- Inspire, advise and entertain students during their years of study with dedicated content in our media and our social communities.

We offer:
- A brand safe universe with an engaged student audience to avoid frustration from our clients and readers. But also contents and new digital products accepted by the younger generations.