



# Cross Topical Pack – END OF YEAR



2020 is approaching but (Merry) Christmas & (a Happy) New Year are Boost Periods in Advertising!

## → TIMING

Media: 01 > 24 December (3 weeks)

## → BUDGET

Media value: € 133.314

Media Cost: € 70.000 (- 47%)

## Mediamix

SBS MEDIAHUIS

Roularta MediaGroup



WHAT?

Cross Topical multimedia Pack in TV + Print Theme Special  
3 weeks – “Party” context – Food / Gifts / Shopping / Female  
Reach out Your Ideal Crossmedia X-Mas Package

**TV:** Guaranteed TV-Billboard 7” Pack–VIER-VIJF-ZES-TLC

or

*PINK X-MAS @VIJF - Movie Billboard & trailer Package*

**PRINT:** 1/1 Libelle Kerst/Feest + 1/1 Steps Feest (11 editions) +  
1/1 Feeling Feest + 1/1 Knack Weekend Black Feest +  
1/1 Trends Style Feest + 1/1p. in HNB Mag+Citta+Sjiek → 2 inserts

**ONLINE:** Luxury targeting + MH Parallax Mobile based on behavioral + OLV Pack SBS

Detail