

Catalog of our solutions

A large panel of efficient solutions to connect your brand to your clients.

Points Plus Punten S.A./N.V.

Brusselsesteenweg 347

B-1730 Asse

www.mediamarketingdelhaize.be

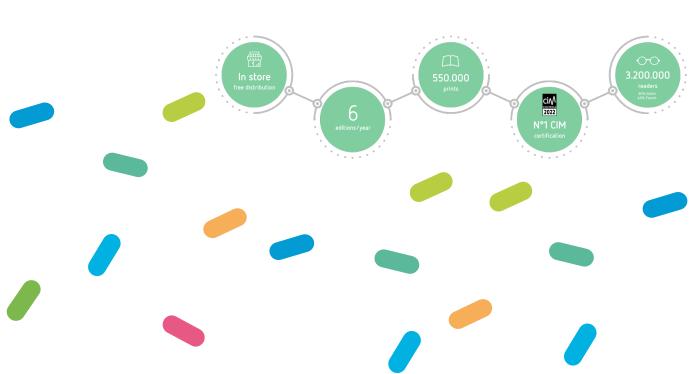
Any question ? E-mail us at mmd@delhaize.be





DELHAIZE MAGAZINE

• CONTENT







DELHAIZE MAGAZINE

CONTENT



Mini Mag Insert in Delhaize Magazine

Your owned Mini Mag in Delhaize Magazine!

Insertion of a leaflet (4 A5 pages or 8 A5 pages):

- Content
- Activation (offer coupon value)
- Innovation

Delhaize Magazine

• 6 editions a year + 3 supplements (Health - BBQ - Breakfast)



A4 Advertisement Page Delhaize Magazine

Advertising Formats Print Delhaize Magazine. 3 options:

- 1 full page advertisement
- 1 full page advertisement with coupon

Delhaize Magazine

• 6 editions a year + 3 supplements Health - BBQ - Breakfast



Advertorial Delhaize Magazine

Sponsored advertorial inserted in Delhaize magazine:

• Full A4 page

Delhaize Magazine

6 editions a year + 3 supplements (Health - BBQ - Breakfast)



Tested for you

A new format which allows you to publish plenty of information on a specific product in a specific setting.





Mini Mag Insert in Delhaize Magazine



DELHAIZE MAGAZINE

Content

Your owned Mini Mag in Delhaize Magazine!

Insertion of a leaflet (4 A5 pages or 8 A5 pages):

- Content
- Activation (offer coupon value)
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Delhaize Magazine

• 6 editions a year + 3 supplements (Health - BBQ - Breakfast)

Duration

2 months

Media Booking

10 weeks

Nice to know

OBJECTIVES

CONVERSION

BRAND AWARENESS

INSPIRATION

ENGAGEMENT / CONSIDERATION

BRAND POSITIONNING

EDUCATION

MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Printing included
- Exclusivity on the category
- All categories allowed











Advertorial Delhaize Magazine



Sponsored advertorial inserted in Delhaize magazine:

• Full A4 page

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Duration

2 months

Media Booking

10 weeks

Nice to know

OBJECTIVES

ENGAGEMENT / CONSIDERATION

BRAND POSITIONNING

CHANGE PERCEPTION

EDUCATION

MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Priority healthy (Food, fresh, drinks) but possibility non food
- Feature article from the supplier









A4 Advertisement Page Delhaize Magazine



Advertising Formats Print Delhaize Magazine. 3 options:

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Delhaize Magazine

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Duration

2 months

Media Booking

8 weeks

Nice to know

OBJECTIVES

| BRAND AWARENESS | |
|----------------------------|--|
| | |
| ENGAGEMENT / CONSIDERATION | |
| | |
| EDUCATION | |
| | |

MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- Measurements 1 page: 210 mm (W) x 270 mm (H) + 5 mm bleed at each side + crop marks
- Measurements double page: 420 mm (W) x 270 mm
 (H) + 5 mm bleed at each side + crop marks
- Resolution: CMYK/300 dpi
- 2 versions: Dutch and French (no bilingual ads)
- Advertisement coupon: template for the coupon on demand









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