



Reach your customers where they are.

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)



Advertorial Delhaize Magazine

Sponsored advertorial inserted in Delhaize magazine:

- Full A4 page

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)



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



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

Sample pictures



Advertorial Delhaize Magazine



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- Full A4 page

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Media Booking

10 weeks

Nice to know

OBJECTIVES

INSPIRATION



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

Sample pictures



A4 Advertisement Page Delhaize Magazine



Advertising Formats Print Delhaize Magazine. 3 options:

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- 1 full page advertisement with coupon

Delhaize Magazine

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

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

Sample pictures



Tested for you



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