

## Advertorial Delhaize Magazine



DELHAIZE MAGAZINE

Content

Sponsored advertorial inserted in Delhaize magazine:

- Full A4 page

Delhaize Magazine

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

Duration

2 months

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

