



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)



Tested for you

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



Recipes Card Delhaize Magazine

Your branded recipes card in Delhaize Magazine.

Insertion of 4 A6 recto/verso removable recipe cards.

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



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)

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

Post reporting

Included in price (only for coupons)

- KPI1 - #unit sales

Sample pictures



Recipes Card Delhaize Magazine



Your branded recipes card in Delhaize Magazine.

Insertion of 4 A6 recto/verso removable recipe cards.

Delhaize Magazine

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

Duration

2 months

Media Booking

8 weeks

Nice to know

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Priority: family & convenient recipes

Sample pictures



Advertorial Delhaize Magazine



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



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

Duration

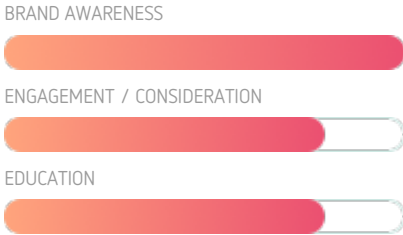
2 months

Media Booking

8 weeks

Nice to know

OBJECTIVES



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





Reach your customers where they are.

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

Tested for you

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

Duration

2 months

Media Booking

10 weeks

Nice to know



MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Printing included

Sample pictures





Reach your customers where they are.

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

www.mediamarketingdelhaize.be

Points Plus Punten S.A./N.V.
Brusselsesteenweg 347 - B-1730 Asse

