

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 POSITIONING



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

