

THE WORD

Neighbourhood Life + Global Style

MEDIA PACK

www.thewordmagazine.be

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What is The Word?

- An English-language lifestyle magazine.
- An uncompromising and heavy-hitting Belgian perspective.
- A fresh take on international living.
- A clever, fresh, innovative and daring attitude.
- A belief that the best things in life don't need to be big (like Belgium!).
- Did we mention it's free?

What's in The Word?

- A no holds barred mix of **fashion, style, culture, food, reviews, consumerism and design.**
- The great, the Belgian and the beautiful.
- Specially-commissioned editorial and original photography.

What's not in The Word?

- Those all-too-common stories about the EU, chocolate and beer.
- Features on how to find insurance in Belgium.
- Generic imagery and bland editorial.

Where is The Word?

As well as having over 5,000 copies mailed directly to our readers, The Word can be found in:

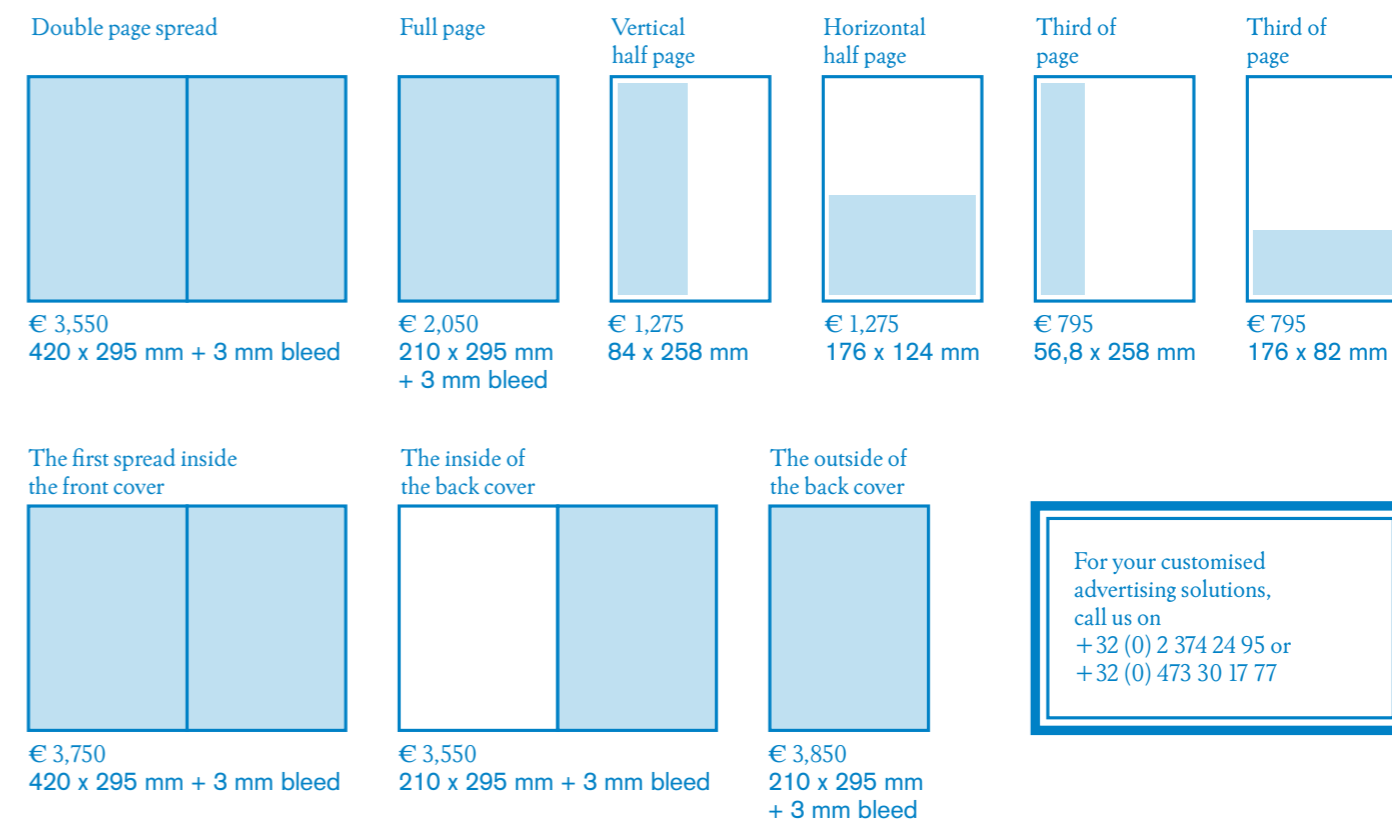
Who are The Word's target readers?

- 25-40 year old, Belgium-based English-speakers.
- Belgium-based expats and internationals.
- Belgium-bound business travellers and tourists.
- High-spending and demanding consumers.
- Trilingual global trotters who expect more.
- Internationally-attuned urbanites.

Why The Word?

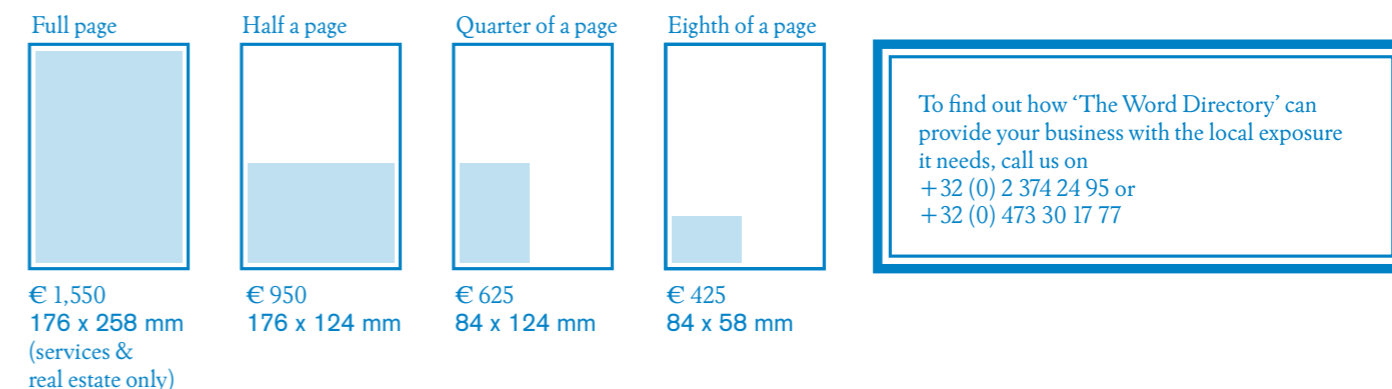
- Because it is over **5,000 copies mailed directly to our readers' postal boxes.** With at least two readers per household, this represents a **readership of 10,000.**
- Because it is over **5,000 copies handed-out to passers-by** in the city's key 'expat' areas.
- Because it is over **4,000 door-drops in residences and apartment buildings** in pre-selected 'expat' and 'international' neighbourhoods. With at least three readers per issue, this represents a **readership of 15,000.**
- Because it is in over 1,000 hotels rooms and lobbies in Brussels. High traffic in hotel rooms and lobbies translates into a **readership of at least 5,000.**
- Because in total, it is **more than 15,000 copies** distributed with a **readership of more than 30,000.**
- Because it is THE brand to be associated with and optimises your exposure in the most stylish of magazines.

How much does The Word cost?



For local and independent businesses, we have 'The Word Directory', separated in two sections:

1. THE WORD DIRECTORY – EATING & GOING OUT
2. THE WORD DIRECTORY – SERVICES & REAL ESTATE

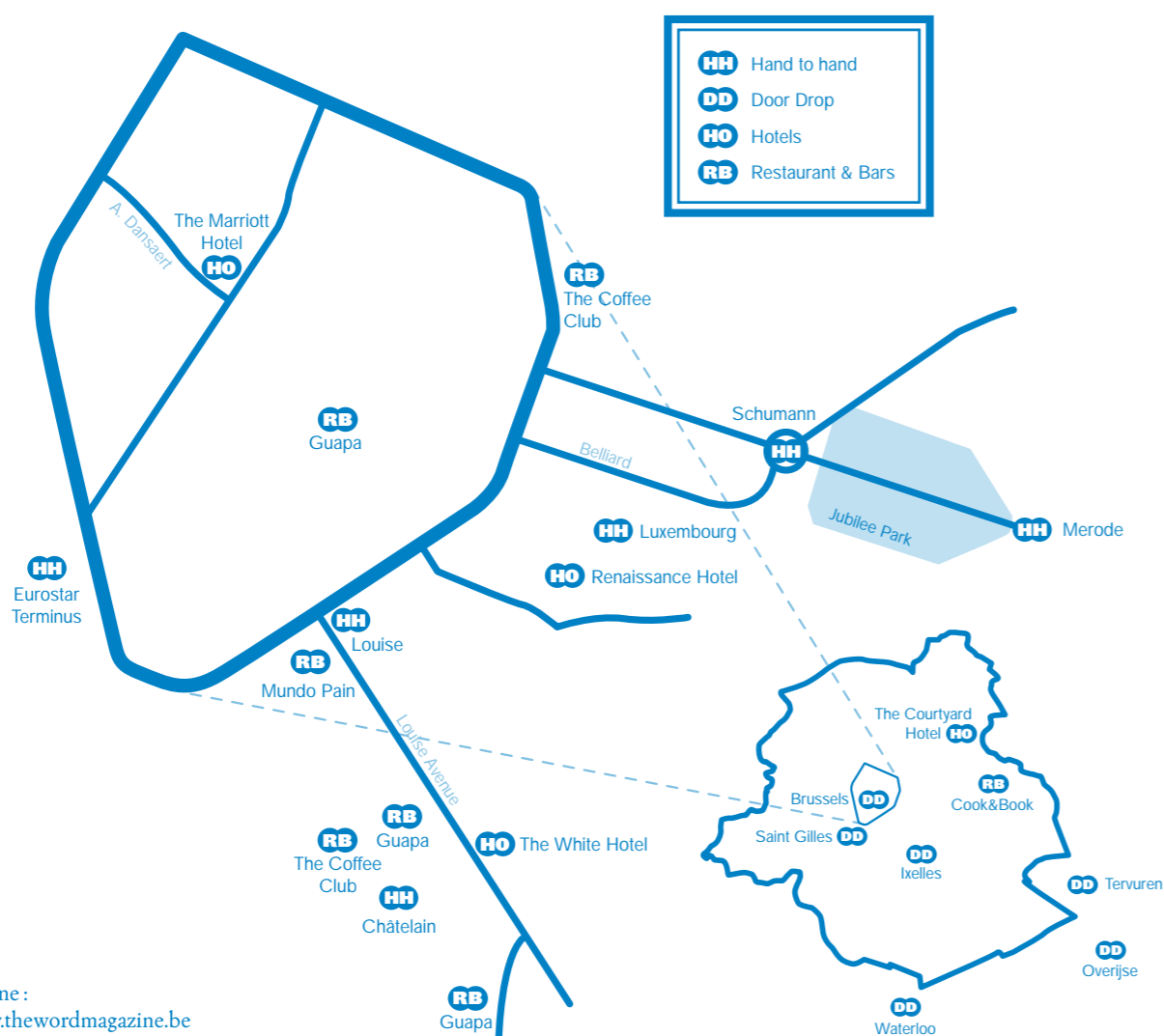


Please supply digital files 4 weeks prior to publishing.

Material required:

- Advertising:** PDF certified file, 300 dpi, 4 colors, as per page sizes mentioned above.
Copy: Word document, completed and approved.
Logos: All logos must be provided in vector format, TIF 300 dpi large format or JPG 300 dpi large format.

All advertising material and logos to be sent to the office address on a CD.



THE WORD Online:
www.thewordmagazine.be

On Facebook:
<http://www.facebook.com/group.php?gid=5240648394>

Is The Word online?

More than ever!

- Introductory banners.
- Sponsored click-through features.
- Pay-per-click analytical statistics.

Prices start from € 100 per month.

Call us on +32 (0) 473 30 17 77 or +32 (0) 2 374 24 95 for your tailor-made online advertising solutions.

Editorial calendar 2009

<u>Issues</u>	<u>Theme</u>	<u>Specials</u>	<u>Advertising Deadline</u>	<u>Out on</u>
Nov-Dec	The Essential Luxuries Issue	/	Fri. 17 th October	Fri 31 st October
January-February	The Lazy Issue	Steel	Mon. 29 th December	Fri. 9 th January
March-April	The Cinematic Issue	Fashion	Mon. 23 rd February	Fri. 6 th March
May-June	The Big Issue	Travel	Mon. 27 th April	Fri. 8 th May
July-August	The Nippon Issue	Beauty	Mon. 22 nd June	Fri. 3 rd July
September-October	The Nano Issue	Design	Mon. 24 th August	Fri. 4 th September
November-December	The Heritage Issue	Bling	Mon. 19 th October	Fri. 30 th October

Who is The Word?

Nicholas Lewis

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To download our full media pack,
go to <http://www.thewordmagazine.be/mediapack>

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