



OFFER 2020/2021





PACKAGE 1

DECEMBER 2020



CONTENT

YOUR BRUSSELS MOTORSHOW

You already have your own initiative to attend the Brussels Motor Show?

You wish to communicate on the mechanics of your project?

LN24 offers you to organise a 5-minute report demonstrating the objective of your initiative during the month of December.

The report will be broadcast on TV and DIGITAL according to the different distribution channels.

Interviews are also possible depending on the qualified people involved in your project.

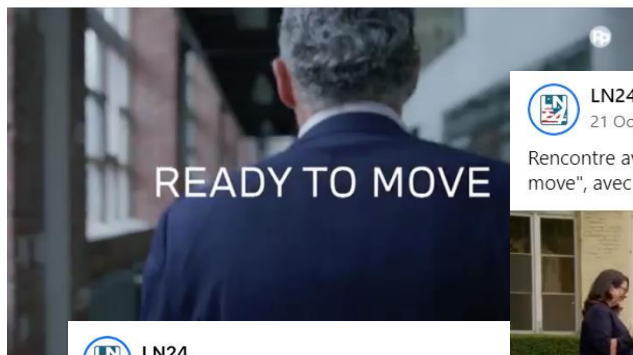


WHAT WE HAVE MADE WITH



LN24
1 h · 🔒

Teambuilding en temps de Covid et solutions touristiques innovantes: rencontre avec les fondateurs de [Wannaplay](#) dans notre séquence "... Afficher la suite



LN24
21 October at 17:45 · 🔒

Rencontre avec la fondatrice de [SM Art Advisory](#) dans notre "Ready to move", avec [BMW Belgium Luxemburg](#)



👍❤️👎 37

3 shares



LN24
13 h · 🔒

"Dépasser l'univers de l'agence immobilière classique: rencontre avec le fondateur de [Rèvimmo](#) dans notre séquence "Ready to move", avec [BMW](#)... Afficher la suite



👍 18

939 vues



COUNTERPARTS SPONSORSHIP



WEEK 52 : 2 SPONSORS AVAILABLE
WEEK 53 : 2 SPONSORS AVAILABLE

01 CONTENTS

COUNTERPARTS	DATES	SCHEDULE	NUMBER
BILLBOARD 5'' PP/INTERVENTION 30''	WEEK 52 or WEEK 53	ACCESS 6 PM 5 Broadcasts (Monday to Friday)	Total : 10 billboards (2/broadcast) Total 150'' PP / SPONSOR (10 interventions broadcasted)

02 DIGITAL CONTENTS

COUNTERPARTS	DATES	SCHEDULE	NUMBER
INSTAGRAM	WEEK 52 or WEEK 53	TBC	1 story + SWIPE UP to LN24 to watch the all content
FACEBOOK		TBC	1 post teasing to LN24 to watch the all content
LINKEDIN		TBC	1 post teasing to LN24 to watch the all content

03 WEBSITE NEWSLETTER

COUNTERPARTS	DATES	SCHEDULE	NUMBER
WEBSITE	1 WEEK	Always On	A broadcast page is provided in the Replay tab in order to find all the contents
NEWSLETTER	-	Thursday	1 Leaderboard + Dedicated article

VIDEO CAMPAIGN PACK



80 SPOTS
/ WEEK

5.000 €
(base 30")

-10%
vs Ratecard prices



Package Tariffs 2020 applicable until further notice

GROSS BUDGET excl VAT.



1 WEEK SPONSORSHIP
4 SPONSORS AVAILABLE (2/WEEK)

MEDIA VALUE

7000 €

MEDIA PROPOSAL NET

5.000 €

PRODUCTION

1 TV CONTENT

1 ARTICLE

EXPERT INTERVENTION PREPARATION

2.500 €





PACKAGE 2
JANUARY 2021

MEDIA PROPOSAL



01 CONCEPT / CONTENTS & INTERVENTIONS

02 DIGITAL CONTENTS

03 WEBSITE & SOCIAL NETWORKS





CONCEPT
& CONTENTS

01



POUR INFO

TALKSHOW : SPECIAL MOBILITY

Why an automotive project on LN24?

As a general news channel, it is important to be able to inform our viewers about current issues. The automotive world is changing and these changes will impact everyone. Moreover, from a commercial point of view, the automotive segment is one of the biggest sectors in terms of advertising investment, while at the same time being the most challenged because of the profound changes it is undergoing.



POUR INFO

TALKSHOW : SPECIAL MOBILITY

This is a television program produced by LN24, and **presented by Michael Denutte**, with the aim of highlighting the automotive world of today and tomorrow when it is banned from its annual show. We will address a variety of themes by responding to the requests of our viewers who are fond of new products and quality information while at the same time highlighting the brands.

Length : 50 minutes

Dates : Monday 11th to Sunday 17th of January

TV Broadcasts :

1 main broadcast : **Monday to Friday from 9:10 am till 10:00 am**

Reruns :

- Monday to Friday at 16.10 pm & 3.30 am
- Week-ends : TBD

Total : Minimum 15 broadcasts during 1 week



POUR INFO

TALKSHOW : SPECIAL MOBILITY

The program has three main objectives:

1. **To respect the LN24 DNA by offering rigorous, varied and topical journalistic content** on several themes related to the automotive world and which would have been covered at the Motor Show :

- Hybridization
- Electricity
- Leasing
- Alternative mobility
- Future of the automotive sector
- New brands and new challenges

2. **Highlighting French-speaking dealerships, showing their physical dealerships as well as the new features of their flagship models.** Explain their challenges as retailers, give them a platform to help them generate traffic at the point of sale/ book test drives/ configuration requests (in short, respond to the different needs of the brands)

3. **Amplify the actions of car brands through a 360° platform** that will enable them to highlight their virtual exhibitions and their communication actions.



POUR INFO

TALKSHOW : SPECIAL MOBILITY

Intervention of an expert interesting for your brand ! **Possible in 5 contents.**

The aim is to bring up one of the partners who have a link with the proposed themes and to question them about their vision(s) on the challenges, novelties, the future, etc.





DIGITAL
CONTENTS



02



DIGITAL CONTENTS

The regional chronicle :

This chronicle can be launched on the set but should ideally make room for our digital reporter in a concession in one of the selected regions. The aim is to interview a dealership manager on the theme of new products and challenges.

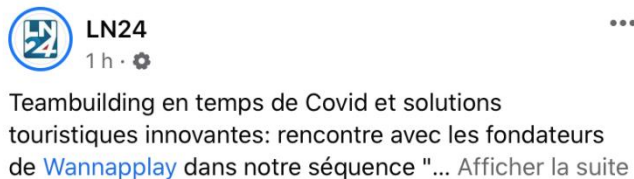
This will give the opportunity to relaunch our guest(s) on the subject.

Aim of the 5 capsules :

- To be able to be integrated into the running of the show but also and above all
- to be able to live their digital life as "snackable" content - Facebook/ Instagram/ LN24 website and advertiser/ LinkedIn and Twitter
- Giving the illusion of live streaming to boost the airwaves
- Bring the spectators/internet users to the concessions and give a voice to one brand per region
- To show the cars, their innovations, the novelties
- Giving the floor to a dealer.

ONLINE CONTENTS

SOCIAL NETWORKS



LN24
1 h · 🌐

Teambuilding en temps de Covid et solutions touristiques innovantes: rencontre avec les fondateurs de Wannaplay dans notre séquence "... Afficher la suite



LINKEDIN POSTS

INSTAGRAM STORIES



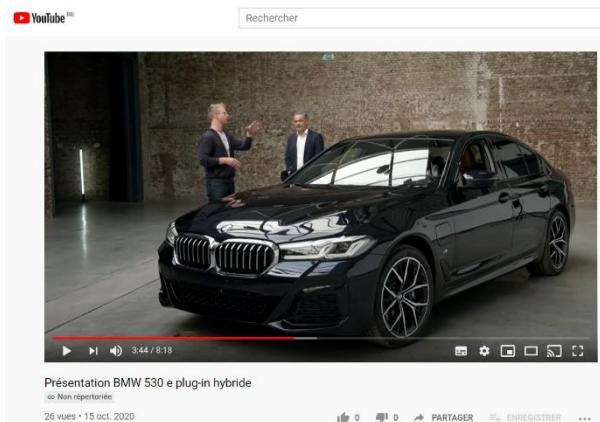
21:11

LN24
4 922 abonnés
4 h · Modifié · 🌐

Teambuilding en temps de Covid et solutions touristiques innovantes: rencontre avec les fondateurs de wannaplay dans notre séquence "Ready to move", avec BMW Belux

Ready to move: rencontre avec les fondateurs de Wannaplay
In24.be · Lecture de 1 min

YOUTUBE POSTS



YouTube

Rechercher

Présentation BMW 530 e plug-in hybride
Non répertorié
26 vues · 15 oct. 2020



ONLINE CONTENTS

SOCIAL NETWORKS



 **11,2K**
FOLLOWERS

1 story per week with a swipe up link. People will be redirected to the content tab on LN24.be.

When :

- 1/week

 **100K** **52,6K**
FOLLOWERS PAGE LIKES

1 snacked content per week will be posted on LN24 Facebook page.

When :

- From 11th till 15th of January 2021
- 1/week

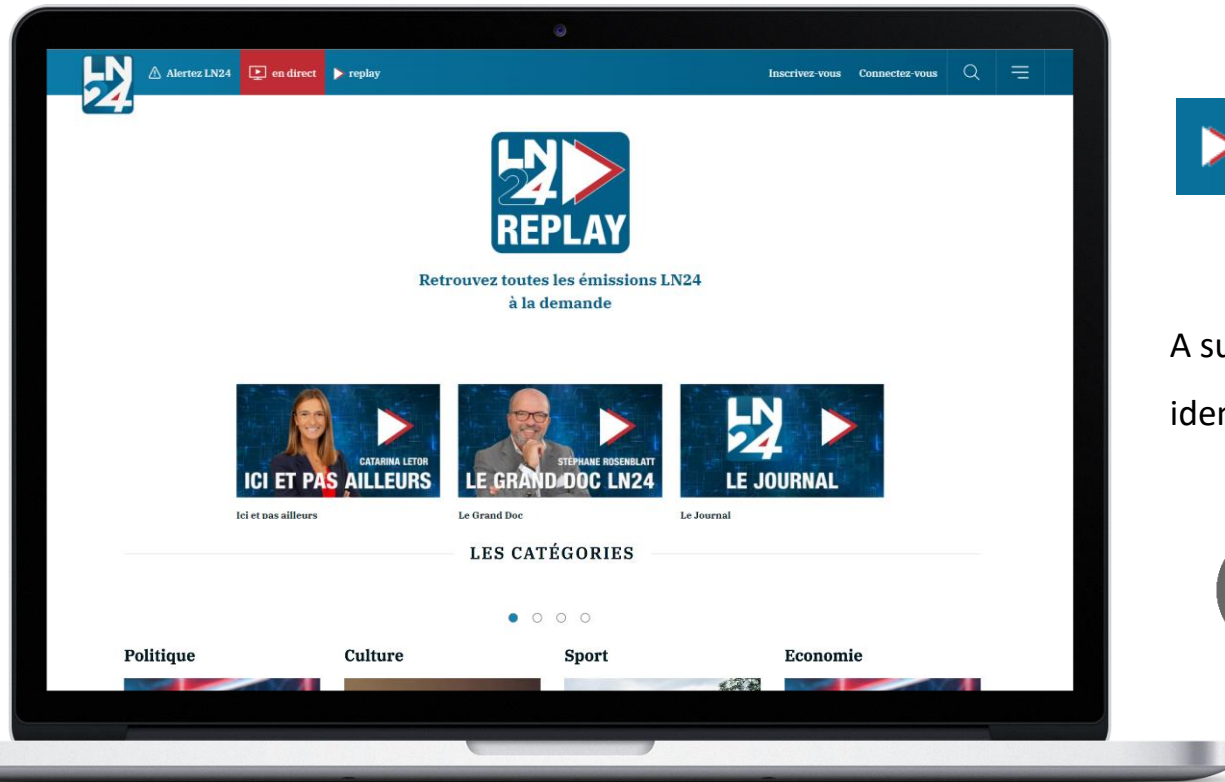
WEBSITE NEWSLETTER & SOCIAL NETWORKS

03



ONLINE CONTENTS

WEBSITE & NEWSLETTER



400K

WEBSITE UNIQUE VISITORS PER MONTH

A subject from the contents will be identify in LN24 Newsletter once a week.



22K
NEWSLETTER SUBSCRIPTIONS



The contents will be available on LN14.be

In the **Replay** tab, there will be a section dedicated those tech contents.

After its first diffusion, each content will be added to the section.

COUNTERPARTS CAMPAIGN & BUDGETS



COUNTERPARTS SPONSORSHIP



01

CONTENTS
& EXPERTS
INTERVENTIONS

COUNTERPARTS	DATES	SCHEDULE	NUMBER
BILLBOARD 5" PP/INTERVENTION 120"	WEEK 2 11.01 – 15.01	POUR INFO Min 15 broadcasts / week	Total : 60 billboards (4/broadcast) Total 1800" PP (15 interventions broadcasted)

COUNTERPARTS	DATES	SCHEDULE	NUMBER
BILLBOARD 5" PP/INTERVENTION 120"	WEEK 2 11.01 – 15.01	RERUNS « INTERVENTION » At 3.00 PM & 06.30 PM Min 10 broadcasts / week	Total : 20 billboards (2/broadcast) Total 1200" PP (10 interventions broadcasted)

02

DIGITAL
CONTENTS

COUNTERPARTS	DATES	SCHEDULE	NUMBER
INSTAGRAM	WEEK 2 11.01 – 15.01 5 days	Monday to Friday	1 story + SWIPE UP to LN24 to watch the all content 1 story / day = 5 stories
FACEBOOK		Monday to Friday	1 post teasing to LN24 to watch the all content 1 post / day = 5 posts
LINKEDIN		Monday to Friday	1 post teasing to LN24 to watch the all content 1 post / day = 5 posts

03

WEBSITE
NEWSLETTER

COUNTERPARTS	DATES	SCHEDULE	NUMBER
WEBSITE	1 WEEK	Always On	A broadcast page is provided in the Replay tab in order to find all the contents
NEWSLETTER	-	Thursday	1 Leaderboard + Dedicated newsletter Total of 1 Leaderboards 5 Digital Contents & 5 Articles

VIDEO CAMPAIGN PACK



80 SPOTS
/ WEEK

5.000 €
(base 30")

-10%
vs Ratecard prices



Package Tariffs 2020 applicable until further notice

GROSS BUDGET excl. VAT



1 WEEK SPONSORSHIP
1 SPONSOR AVAILABLE

MEDIA VALUE

25.500 €

MEDIA PROPOSAL NET
- 25%

19.125 €

PRODUCTION

5 DIGITAL CONTENTS

5 ARTICLES

1 DEDICATED NEWSLETTER

EXPERTS INTERVENTION PREPARATION

14.000 €





PROJECT 3

FEBR-JUNE 2021



MOBILITY

MOBILITY MAGAZINE

PERIOD 2021 : FEBRUARY-JUNE
2 SHOWS / MONTH

SCHEDULE

Broadcast : Saturdays at 11.00 AM
Reruns : Sunday PM, Monday AM & Tuesday Night

LENGHT

50 min

CONTENT

Mobility magazine
Motors & soft mobility
Vision of tomorrow
Testing innovations

STONE OF VOICE

Informative, reachable,

PUBLIC

Interest in cars, soft mobility, Wallonia
& Brussels, More men, large audience



HOST

Michaël Denutte
LN24 Journalist

**WHY
LN24 ?**

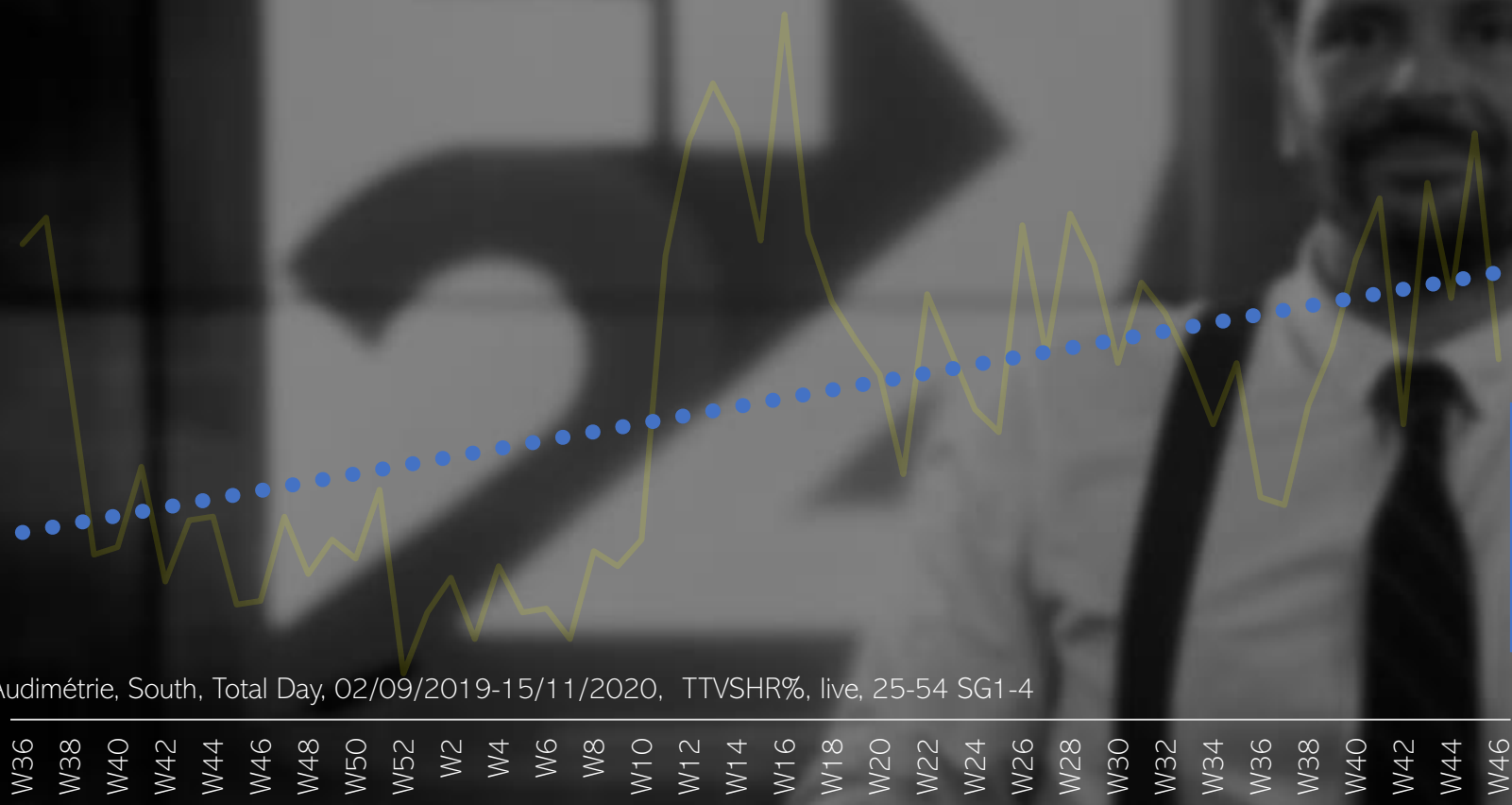


LN24, LOT OF VIEWERS

IN W45 / US ELECTIONS 



+64%
VS average 2020



Cim Audimétrie, South, Total Day, 02/09/2019-15/11/2020, TTVSHR%, live, 25-54 SG1-4

W36 W38 W40 W42 W44 W46 W48 W50 W52 W2 W4 W6 W8 W10 W12 W14 W16 W18 W20 W22 W24 W26 W28 W30 W32 W34 W36 W38 W40 W42 W44 W46

— Market Share ••• Linéaire (Market Share)

A NEWS CHANNEL DIFFERENTIATING ITSELF FROM THE MARKET



High affinity
on PRA 18+

135

DAILY REACH (5 min cons.) 4+

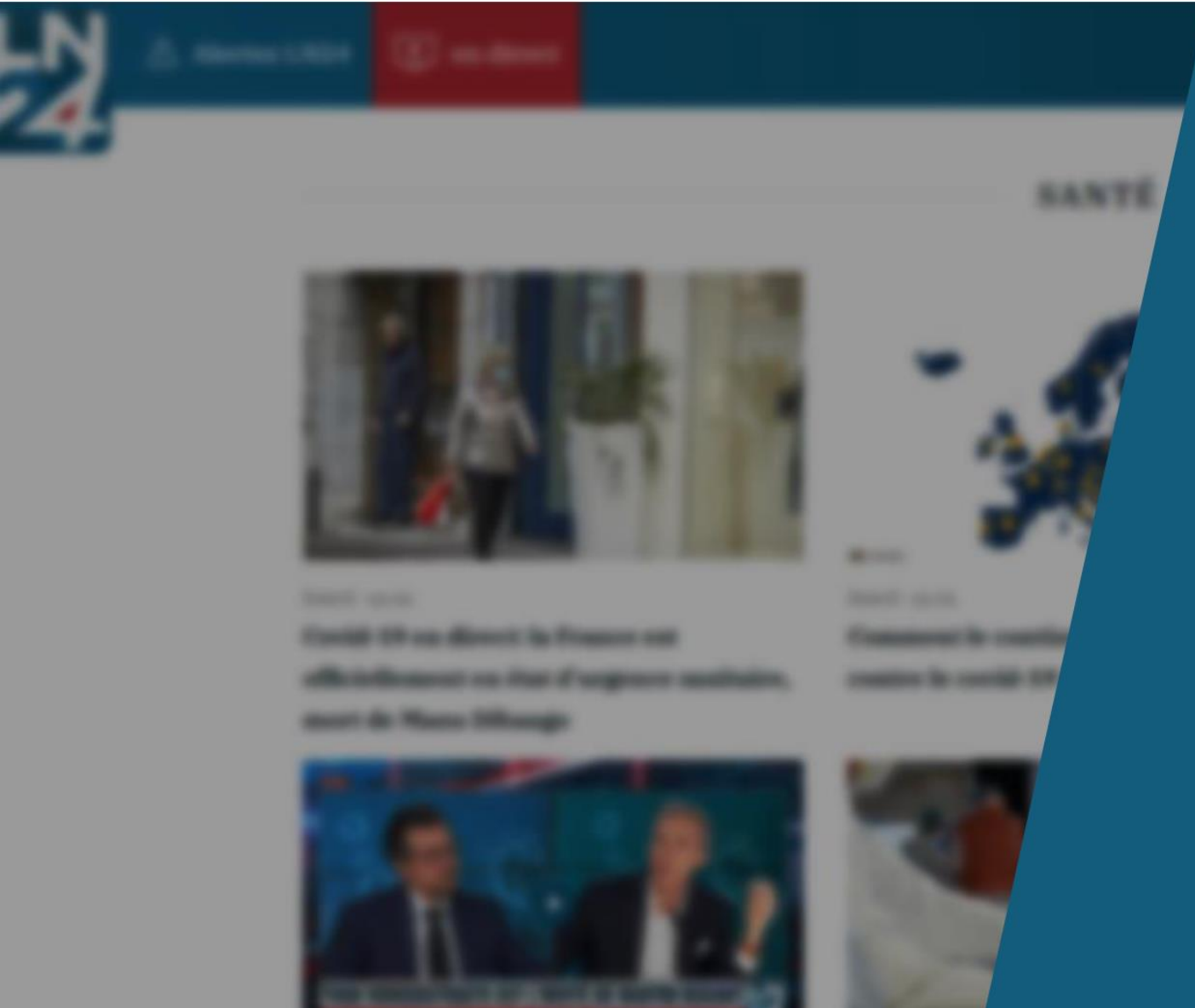
129.100



Profile 15-54

40%

LN24.BE ON A POSITIVE TREND



October

367.200

Visitors



LET'S WORK TOGETHER !