



#INNNEWSWETRUST

2021 - 2022

FIRST NEWS CHANNEL

IN NEWS WE TRUST !



INDEPENDENT MEDIA

100% LIVE NEWS AND DECODING

THE BIGGEST TV NEWS OFFER IN THE COUNTRY

13 live newscasts per day, including the first and last newscasts in Belgium each day → Minimum 8 hours of news produced per day, a large part of which is live.

COVERS THE NEWS

Political and economic, both in its national and international aspects. Decodes social movements.

DECRYPTION

News magazines oriented: International, Europe, Bussines, Sport, Culture, Health, etc.

With experts who analyze the news.

BELGIAN, AUTHENTIC AND 'MEANINGFUL'

A flexible team of 50 people, 70% of whom are journalists.

POSITIVE APPROACH TO THE NEWS

Each published information is verified



GREAT AUDIENCE

121.000

TV VIEWERS 4+/DAY

399.000

TV VIEWERS 4+/WEEK

Cim Audimétrie, South, 01/01/21-30/09/2021, Mon-Sun, Total Day, Reach 5min cons., Live+7



SIGNIFICANT TRAFFIC ON LN24.BE

176.000
MONTHLY AVERAGE VISITORS

503.000
MONTHLY PAGE VIEWS

LN24, Google Analytics, Jan-Sept 2021

GREAT COMMUNITY ON SOCIAL NETWORKS



155K FOLLOWERS



19K FOLLOWERS



16K FOLLOWERS

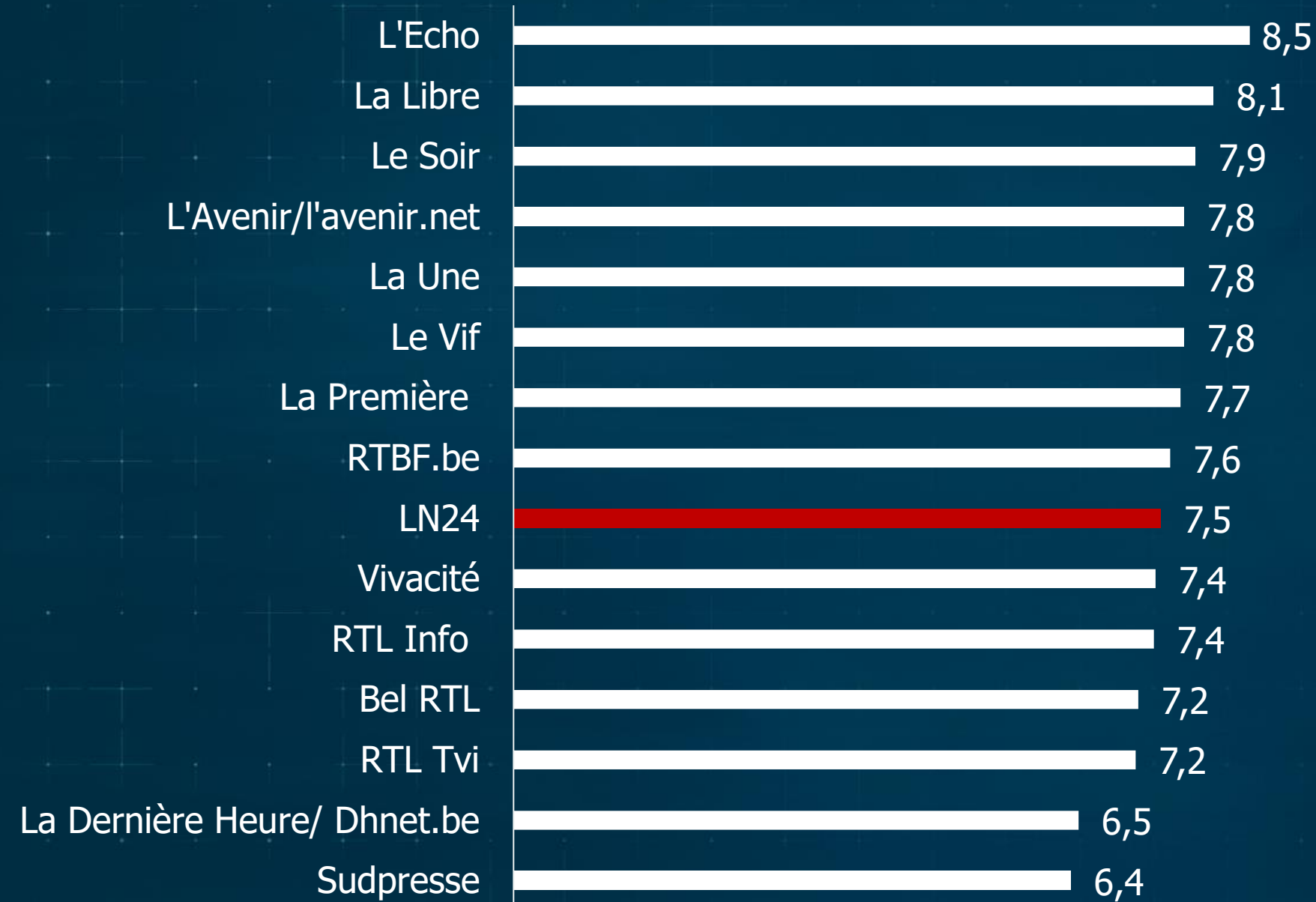


7.3K FOLLOWERS



A TRUSTED NEWS SOURCE

TRUST SCORE WALLONIA



**LN24
IN THE TOP 10**

Trust Media, 2021 ; South Belgium

LN24, FIRST NEWS CHANNEL

JOURNALISM AND FAKE NEWS : A DEMOCRATIC CHALLENGE



The need for quality information is more vital than ever, front of all the misinformation and the new digital divides. With social networks, it is sometimes difficult to distinguish between information and intox. The media are obliged today to explain their way of working more.

LN24 is committed to providing verifiable information by relying on the strength of a team of 35 journalists who provide informed commentary with experts in the public interest.



#INNEWSWETRUST

LN24, the first news channel, is mobilizing and launching a movement called #Innewswetrust to fight against fake news. Participating in this movement means supporting quality, constructive and solution-oriented journalism. It is the guarantee of fact checking and of an objective and pluralist media environment.

COMMERCIAL OFFER



LOGO IN TV SPOT

#INNEWSWETRUST

DECEMBER – MAY
2 PACKS 10 GRPS
GUARANTEED

THE TV SPOT
#INNEWSWETRUST WITH
YOUR LOGO

TOTAL = 20 GRPS

INDIVIDUAL SPOT

#INNEWSWETRUST

DECEMBER – MAY
4 PACKS 10 GRPS
GUARANTEED

PRODUCTION OF THE SPOT
BY LN24

- 50% CORPPORATE LN24
- 50% PARTNER

TOTAL = 40 GRPS

GALA PARTY

#INNEWSWETRUST

3 MAY – PRESS
FREEDOM DAY
TABLE FOR 10
WITH DECISION
MAKERS AND LN24
PRESENTATORS

SOCIAL MEDIA PROMOTION

#INNEWSWETRUST



3 POSTS + 3 STORIES



3 POSTS

NEWSLETTER MIDI24

3X

SPECIAL PROGRAM

#INNEWSWETRUST

50 MIN PROGRAM
BROADCASTED ON 3
MAY*

4 BILLOARDS MULTILOGOS

* WORLD PRESS FREEDOM DAY

**+ 1 PACK 10 GRPS TO BE USED
FREELY OVER THE PERIOD**

BUDGET



TOTAL VALUE
(MEDIA+GALA PARTY)
= 37.110 €

BUDGET NET NET = 15.000 €

BE REMARKABLE WITH



&

