



**TBM 2022 (Annual) packages and individual rates**  
Telecomchannel

**Communication item**

1/2 page advert/advertorial in magazine	1.250	1x	1.250	1x	1.250	2x	2.500
1/1 page advert/advertorial*	1.750	2x	3.500	2x	3.500	3x	5.250
2/1 page advert/advertorial*	2.950			1x	2.950	1x	2.950
Coverstory (or reverse)*	4.000					1x	4.000

\*Automatic posting in magazine, on website, newsletter and social media

**Online marketingcampaign**

Press release website and print	495						
Post website and newsletter and KBM's social media channels (Linkedin, Facebook, Twitter, Instagram)	895	1x	895	2x	1.790	4x	3.580

**Online**

Banner position 1 during 1 month (leaderboard on top)	500						
Banner position 2 during 1 month (leaderboard middle)	425			2x	850	2x	1.000
Banner position 3 during 1 month (leaderboard under)	450						
Banner position 4 during 1 month (rectangle)	475	2x	950				

Listing ICTWijzer : 1 year in print and online Insert  
upon request

Total value  
Monthly

**Monthly cost for this packet**

Individual rates	Silver	Gold	Diamond
1.250	1x 1.250	1x 1.250	2x 2.500
1.750	2x 3.500	2x 3.500	3x 5.250
2.950		1x 2.950	1x 2.950
4.000			1x 4.000
495			
895	1x 895	2x 1.790	4x 3.580
500			
425		2x 850	2x 1.000
450			
475	2x 950		
895	1x 895	1x 895	1x 895
upon request			
	7.490	11.235	20.175
	624	936	1.681
	<b>550</b>	<b>795</b>	<b>1.395</b>

**Reach per item**

Web	Newsletter	Social	Print	Total
17.000	11.000	4.000	5.000	26.500

**Marketing as a service compleet**

Online marketing campaign (Linkedin en SEA)  
Ask our list with available products and services

**Our conditions:**

- \* Prices are exclusive of VAT and are valid for 2022
- \* Invoicing annual packages per quarter in advance
- \* Placement always in consultation and subject to change

**Publishing dates magazine TBM (deadline -14 working days)**

- 27-jan** Innovators, Healthcare, Hybrid working, Security
- 15-apr** UCaaS/CCaaS, Telecom hardware, Sustainability
- 24-jun** Distributors mobile, Mobile B-to-B, VoIP
- 8-sep** MS Teams, Distributors hardware
- 27-okt** IoT, Videomeetings, Hybrid working
- 16-dec** Vision 2023

\*Themes can be changed or added in consultation with advertisers

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